SEPTEMBER 22, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

52,817 *kids wrote*

"DEAR AUNT RITA"

Every Sunday morning from 8:05 to 9:00 A. M., WLS entertains the kiddies with "Aunt Rita's Childrens Hour." This program, designed especially for the youngest set,* offers a pencil box for every riddle the kids submit which is used on the air.

During the past eight months, 52,817 youngsters have written to Aunt Rita—an average of 1,553 letters per program.

This program is available to sell your products—available the full 55 minutes, half-hour, or 25 minutes. For rates and further details about "Aunt Rita's Childrens Hour" call your John Blair man—today.

* *Aunt Rita's Childrens Hour each week contains birthday announcements, a story, songs, and riddles submitted by the audience.*

A Clear Channel Station

WLS
CHICAGO 7

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER AND WEEK, PEORIA • AFFILIATED IN MANAGEMENT • REPRESENTED NATIONALLY BY THE KATZ AGENCY

WCOPersonalities

Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOPersonalities:

BOSTON'S BEST WEATHER COMMENTATOR:

"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

WCOP'S STAFF SPORTS ANALYST:

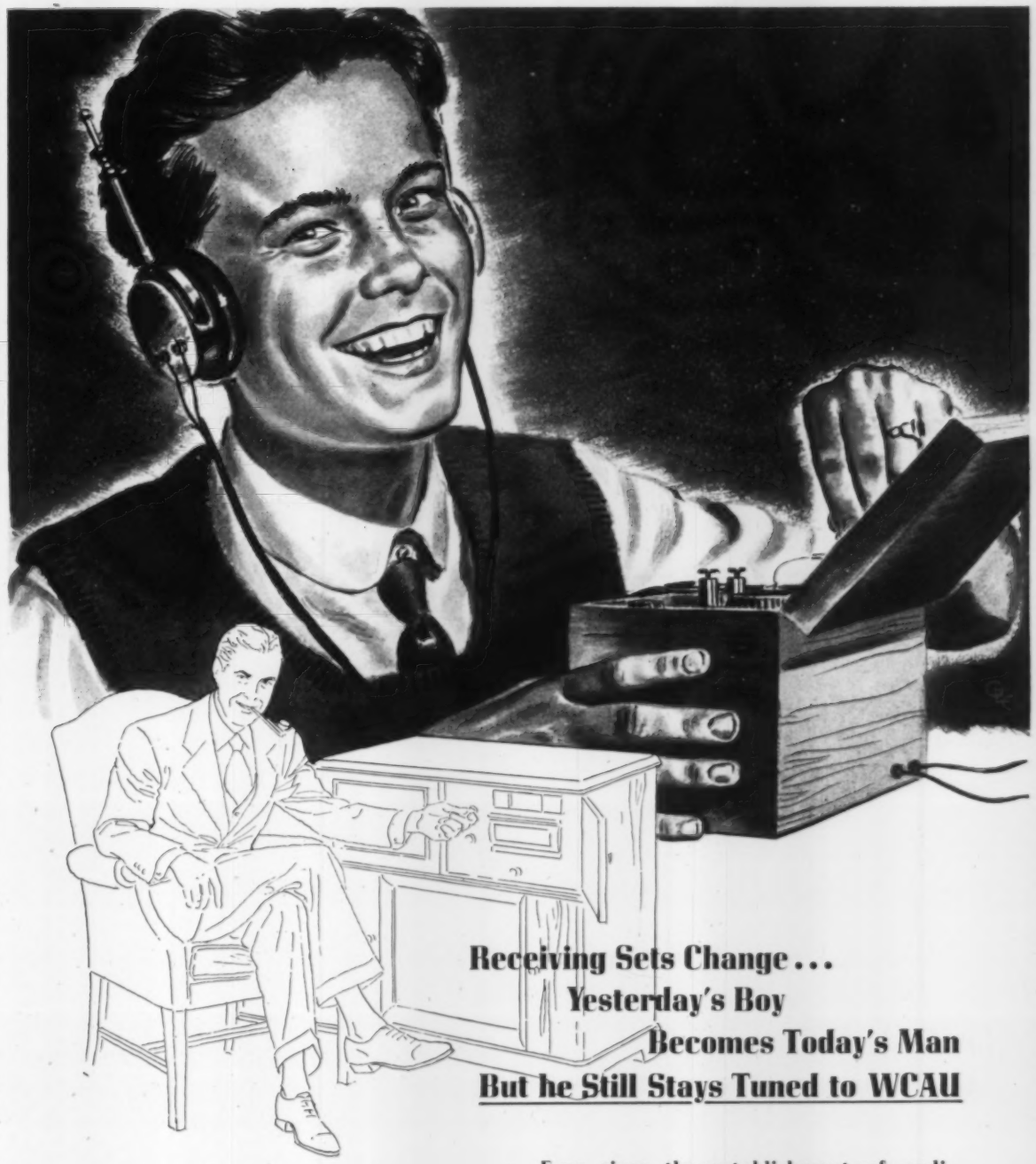
CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY

Crosby joined WCOP less than one year ago, just in time to do an outstanding job on basketball. Since then he's acquired a tremendous Boston following with his two baseball broadcasts nightly. Now he turns to a busy football schedule, with resumes and nightly broadcasts featuring scores, forecasts and interviews with big names on such famous teams as Boston College, Harvard, Boston University and Holy Cross.

WCOP Boston A COWLES STATION

1150 Kc. RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

Boston's Exclusive ABC Basic Outlet



Receiving Sets Change . . .
Yesterday's Boy
Becomes Today's Man
But he Still Stays Tuned to WCAU

Ever since the establishment of audience-measurement surveys WCAU has been first among Philadelphia stations.

Umbrella Coverage:
Selling-power in all Directions

WCAU

50,000 Watts ★ CBS Affiliate

PHILADELPHIA'S LEADING RADIO INSTITUTION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

INCREASED operating costs for added services, such as code promulgation and new FM department, expected shortly to result in NAB across-the-board dues increase of about 10% by board mandate. NAB gross income from Sept. 1 to July 31 was $658,000.

JOT DOWN this fact: NAB won't hold another convention in Atlantic City this generation. Board Friday was so incensed over failure of leading hotels to honor reservations that it instructed President Miller to protest and even consider breach of contract suits.

PARK & TILFORD, New York (Tintex), will start spot announcement campaign on approximately 200 stations in 100 markets effective Sept. 29. Campaign includes one-minute spots and station breaks as well as participation programs. Contracts vary in length from eight to ten weeks. Agency is Charles M. Storm, New York.

FIVE NEW SHOWS are being studied by Young & Rubicam, New York, for recommendation to General Foods as alternatives to *The Adventures of the Thin Man*, now sponsored by GF Fri., 8:30-9 p.m. on CBS. List said to include comedy show featuring Danny Thomas.

EXPECTED Sept. 28 adjournment of Atlantic City International Telecommunications Conferences apparently has gone aglimmering because of slowdown of processing machinery. Formal treaty papers evidently won't be ready in time and delegates are talking of treaty signing about Oct. 10.

TOP LEVEL TALK indicates Petrillo rebuff of broadcaster efforts to arbitrate FM music ban will be followed by new exploration of possibilities of Dept. of Justice action against AFM on violation of Lea and Taft-Hartley laws. Only if that approach also fails would industry embark on all-out war for its rights.

REP. CARROLL D. KEARNS, Chairman of the House subcommittee which quizzed Mr. Petrillo early in the summer, promises to subpoena AFM Czar for questioning before his committee if he refuses a satisfactory explaination of ban against FM music.

STOCKHOLDERS of WQQW Washington, much-publicized Blue Book experiment, have directed station's board of directors to continue operation and not sell. Substantial loans now said to be on hand. Subscription venture out. M. Robert Rogers, former president of *Click* magazine and an "interested stockholder," Friday became volunteer acting manager to push reorganization. Station now seeks combination station-commercial manager to head orthodox operation.

Upcoming

Sept. 26-28: IRE Western Regional Meeting, San Francisco.

Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.

SEEKS CHICAGO TV

CHICAGO TIMES Inc., owned 97.98% by Publisher-Broadcaster Marshall Field, Friday was to file application with FCC for new commercial television station. Channel 13 (210-216 mc) or other suitable facility designated by FCC, 5 kw visual, 4 kw aural power requested. Carbon and Carbide Bldg. given as site. Field interests include AM station WJJD Chicago.

ALF. M. LANDON, former Kansas Governor and 1936 Republican Presidential candidate, seeks 1 kw daytime on 990 kc at Denver. Mr. Landon is new Leavenworth, Kan., grantee.

Next Week's Feature

WATCH our next issue for pictorial review of NAB Convention at Atlantic City. Late breaking news preempted space previously allotted for additional photographic displays. They'll still be news next week. [The Editors.]

NAB BOARD VOTES STRONG SUPPORT FOR BMB PLAN

STRONG ENDORSEMENT given BMB 15-point program for permanent operation at NAB Board meeting in Atlantic City Friday. Board urged all members to subscribe to BMB so measurement of station and network audiences may be complete, increasing values to each subscriber as well as to advertisers, agencies and entire industry. Wide support will reduce cost of project to each subscriber, board said.

Hugh M. Feltis, BMB president, told BROADCASTING he will start campaign to sign all stations for new program, adopted by BMB board in July [BROADCASTING, July 28]. Mr. Feltis said old subscribers will get 10% discount if they renew before Oct. 1, new stations 5% before Oct. 1.

Board named Convention Sites and Policy Committee, with Howard Lane, WJJD Chicago, chairman. Other members: Harold E. Fellows, WEEI Boston; William B. Way, KVOO Tulsa; William B. Smullin, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, Ohio.

Newly-elected members at Friday meeting were Mr. Lane, for large stations; Mr. Mason, for small stations; Willard D. Egolf, WBCC-FM Bethesda, Md., for FM class A; John Shepard 3rd, WGTR Boston, for FM class B.

Absent from meeting were John S. Meagher, KYSM Mankato, Minn., and Mr. Way.

JOINING WMAL-TV Washington as director-producer Oct. 1 will be Burke Crotty, NBC special events director for television. Deal was closed Friday.

Networks Applaud Adoption of Code

(See pages 13-15)

ENTHUSIASTIC endorsement of action of the NAB board in adopting new standards of practice effective Feb. 1, came from Network Presidents Niles Trammell, NBC, and Frank Stanton, CBS, last Friday, within hour of board's action at post-convention meeting in Atlantic City.

Edgar Kobak, president of MBS, said laconically: "The industry is making progress."

Mark Woods, ABC president, said Friday: "We have always been in favor of a code. We are studying in detail the ramifications of the present code, and we will consult with our affiliated stations and make a detailed report on our position at a later time."

Mr. Trammell said:

"I am naturally delighted over the action of the board of directors of the NAB in adopting a code of standards of practice for the radio industry. The National Broadcasting Co. and its affiliated stations at their convention in Atlantic City last Saturday, Sept. 13, unanimously urged the adoption of a code by the NAB.

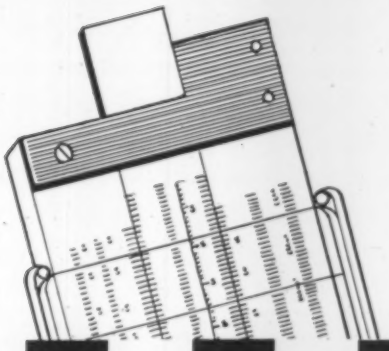
"It is my hope and feeling that this new code will be a living document which from time to time can be enlarged to meet new situations in our industry and modified as the occasion may demand. It is also my feeling that this new code will rid our industry of many of the abuses for which broadcasters have been criticized and will enable us to further improve our service to both the listener and the advertiser.

"The board of directors of the NAB, its president, Judge Justin A. Miller, and all broadcasters which are members of the association are to be heartily congratulated on this great forward step."

Dr. Stanton said: "CBS fully endorses the standards of practice adopted by NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country. It is heartening to see this general industry-wide acceptance of the proposal outlined by Wm. S. Paley, chairman of the board of CBS, at the NAB convention last October."

Dr. Stanton emphasized fact that so far as CBS was concerned standards would constitute minimums, and that in many areas where CBS acceptance standards are higher than those adopted for the industry as a whole, higher standards would continue to apply to all programs broadcast over CBS and its owned and operated stations.

"We believe that the new NAB code of standards will be a blueprint for the further improvement of American radio," he concluded.



We Put the Slide Rule to the Memphis Market and Look What It Showed!

MEMPHIS LISTENING FAMILIES PER DOLLAR

TIME	WHHM	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D	NETWORK STATION E	STATION F	STATION G
WEEKDAY MORNING Mon. thru Fri. 8:00 A.M - 12:00 NOON	438	219	222	198	227	78	40
WEEKDAY AFTERNOON Mon. thru Fri. 12:00 NOON - 6:00 P.M.	507	293	342	165	114	94	58
EVENING Sun. thru Sat. 6:00 P.M. - 10:00 P.M.	380	207	214	182	146		
SUNDAY AFTERNOON 12:00 NOON - 6:00 P.M.	527	282	167	91	137	109	20
SATURDAY DAYTIME 8:00 A.M. - 6:00 P.M.	468	247	133	187	117	117	154

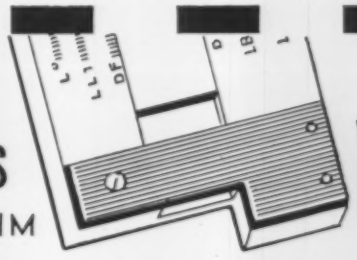
The above shows only "listening homes" and does NOT include radios in drug stores, automobiles, restaurants, service stations, and other commercial establishments, nor radios outside Memphis!

Latest Memphis population figures—the June-July Hooper report—and the lowest rate for chain break announcement on current printed national rate cards used to compile above figures!

Measure Memphis Anyway You Want, You Get

MORE LISTENERS PER DOLLAR IN MEMPHIS

. . . . and More Results . . . on WHHM



WHHM

MEMPHIS, TENNESSEE

***Represented by* FORJOE & CO.**

Fulton Lewis, jr.

"Voice with a Snarl"

SAYS THE SATURDAY EVE. POST (8/30/47)

but it gets results!

. . . results that pay off at the cash register for the Fulton Lewis, jr., sponsors *on 288 stations* of the Mutual network.

For whether his audience likes him or not (the ratio is about 30 *for* to 1 *against*, judging by his average weekly mail totalling 1100 letters and wires) his program commands listeners.

And listeners command sponsors . . . an ever-growing number! Wire or write immediately for information as to availabilities for this outstanding co-op program.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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SOL TAISHOFF
Editor and Publisher

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PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

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* Reg. U. S. Pat. Office

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KSFO

Music and Mood Programming

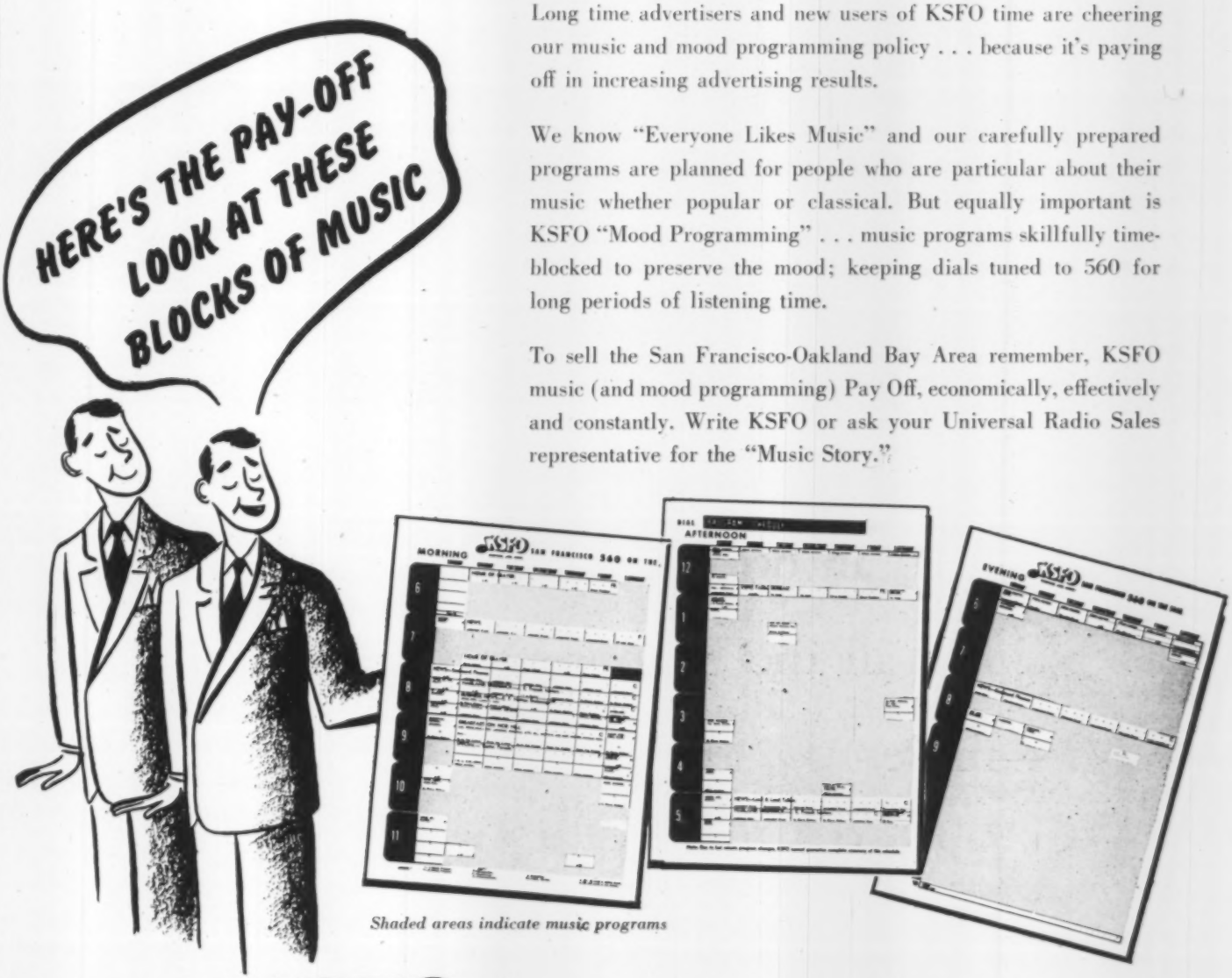
PAY OFF!

73 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy . . . because it's paying off in increasing advertising results.

We know "Everyone Likes Music" and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO "Mood Programming" . . . music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the "Music Story."



Shaded areas indicate music programs

KSFO 560 SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales • New York, Chicago, Los Angeles, Seattle

URS

Thanks, Mr. Raymer . . .

for publishing the essence of our discussions in your advertisement, "Let's Get Together," in *Radio Daily* Wednesday, September 17. You are right! The Spot Radio Industry should get together—and do it now. The Spot Radio Industry does need an organization—and needs it now. For all the reasons you mentioned and more.

So let's start the ball rolling. We

suggest, as a preliminary step, that you confine the first effort to radio station representatives. And that you call the first meeting in New York (or Chicago) in the very near future. We further suggest that attendance by principals of the interested companies is imperative to expedite action on pertinent suggestions.

Again, thanks, Mr. Raymer. And let's go.

Edward Petry

Edward Petry & Co., Inc.

Sales await Advertisers in these 5 Rich Markets

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

Steinman Stations

Available individually to suit your needs. Write:

Sales Representative

RADIO ADVERTISING COMPANY

New York • Chicago
San Francisco • Los Angeles

Feature of the Week

TELEVISION was hailed as a teaching medium surpassing anything in past medical history by doctors attending the 33rd Annual Clinical Congress of the American College of Surgeons at New York's Waldorf Astoria Hotel. The physicians took this view after watching on video screens at the hotel operations performed at New York Hospital-Cornell Medical Center some two miles distant.

First by Radio

Although operations had been televised and sent by cable to other rooms in a hospital last February at Johns Hopkins U. in Baltimore, the New York demonstrations marked the first time that they had been transmitted by radio. Transmission was by microwave radio beam, at a frequency of 7,000 mc, insuring that no curious video set owner could tune in these programs designed exclusively for the medical profession.

RCA engineers installed and operated the video equipment, including the camera suspended over the operating table, the transmission set-up, the receivers at the hotel and the sound system. Description of the progress of the operation, incidentally, was broadcast not by the surgeon performing the job, but by another doctor stationed at a receiver in another room of the hospital. His running commentary was based on what he saw on the set's viewing tube.

Nurse hands clamp to surgeon as the camera focuses on the patient.

Sellers of Sales

PRETTY enough to be a model, proficient enough to be an executive, Eunice Dickson has combined her gifts to emerge as a model executive in her capacity as timebuyer for Ruthrauff & Ryan, New York.

Born in Pine Bush, N. Y., Miss Dickson, after graduating from high school, entered the American Academy of Dramatic Arts in preparation for a career as actress and producer. But parental insistence on more formal schooling resulted in a transfer to Westminister College, New Wilmington, Pa., where Miss Dickson carried on with her dramatic work while majoring in English.

Graduation came and brought with it no flood of offers from Shuberts or Warners so Miss Dickinson turned to the business world instead. Her progress was steady and in 1941 she entered radio as secretary to the assistant sales manager of NBC Spot Sales.

In 1942 her family moved from New York to Baltimore and Eunice joined WBAL in that city as secretary to Harold Burke, manager.

EUNICE

The lure of the Big Town drew her back to New York, however, and eight months later she accepted a position as timebuyer with Morse International where she served for a year until 1944.

BBDO then bid for her services and Miss Dickson joined that firm, again in the capacity of timebuyer.

Romance entered at that stage in the person of Jim McGarry, manager of radio promotion and publicity for the agency. Miss Dickson and Mr. McGarry were married on June 8, 1946.

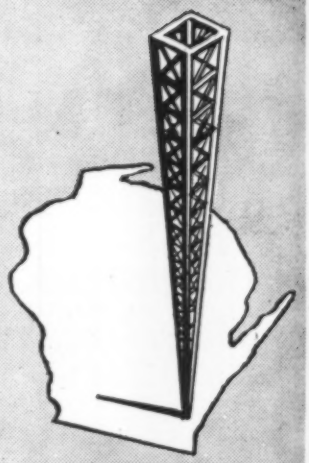
They have a daughter, Sheila Maureen, 4½ months old.

Miss Dickson, who joined Ruthrauff & Ryan on July 15, handles timebuying of the following accounts: Pharmacal Co., Blue Coal Co. Prest-o-lite, Lever Bros., American Airlines, and Garrett Wine & Co.

Her hobbies are tennis and swimming. She also plays the cello and violin.

Dominant

SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN

The Katz Agency, Inc.

Natl. Representatives

STRETCHING from Wheeling to Toledo, from Fort Industry to Fort Industry, and from winner to duffer was this unique eleven-some (l to r): William Rine, WWVA Wheeling, low net winner with a smashing 65; Ralph Elvin, WJBK Detroit; Neville Miller, former NAB president, Washington; Harry Henshel, WOV New York; Lee Wailes, Fort Industry Co. general manager, Detroit; Pete Kettler, WGBS Miami; Bob Kerns, WLOK Lima; Gene Trace, WAKR Akron; Tom McCullough, WMBM Miami; Glenn Jackson and E. Y. Flanigan, WSPD Toledo.

OMAHA reunion. Gordon Gray, WIP Philadelphia (l), tees off with his ex-Nebraska colleague, Hugh Higgins, NAB Washington.

UPSTATE New York apple knockers who joined forces for some fancing knocking on their own were (l to r): C. F. Phillips, WFBL Syracuse; E. R. Gamble, WBTA Batavia; Mike Hanna, WHCU Ithaca.

BULLSEYE at the starting post is scored by (l to r): Ken Carpenter, George Bolling Co., Chicago; Frank Mullen, NBC; George Bolling, New York.

YANKEE Bill Rines (center), WCSH Portland, Me., flanked by Rebels Bob Harrington (l), WSVA Harrisonburg, Va., and George Thomas, KVOL LaFayette, La.

Highlights NAB Golf Tournament

(See story and pictures of winners, page 86)

EX-CHAMP L. Waters Milbourne (l), WCAO Baltimore, 1942 grand trophy winner, exp ounds to aspiring champ Hal Meyer, WSTC Stamford.

MILLER-DILLER ala Kirkwood. Walter Miller, WGAL Lancaster, doing a tee-totler, with A. Armor, NBC New York, as tee. Ray Gaul (l) WRAW Reading, watches.

THE PRACTICE green got a workout before the match swung under way. Here are J. R. Poppele (l), WOR New York, and Vernon Pribble, WTAM Cleveland, warming up.

TEE ARTISTS perform without benefit of that 15% (l to r): Bud Fantle, KELO Sioux Falls, S. D.; John Crandall, Sherman and Marquette, New York; Bob Tichner, WNAX Yankton, S. D.

MRS. E. C. KELLEY gives a free golf lesson to husband "Gene" (second from l), KCRA Sacramento, as (l to r) Herb Hollister, KBOL Boulder, Jack deRussy, NBC Spot Sales, New York, and W. Purcell, General Electric, Schenectady, follow instructions.

HELPING American Chicle Co. increase its gross sales are gummer-golfers (l to r) Joe Lopez, WICC Bridgeport, Joe Burwell, WMBS Uniontown, Pa., and Frank Zuzulo, MBS New York.

FEARSOME FOURSOME figures. Standing: Bob Thompson (l), WBEN Buffalo; Bill Doerr, WEBR Buffalo. Seated: Pete Wasser, ex-KQV Pittsburgh; F. E. Fitzsimonds, KFYR Bismarck, N. D.

how would you like a 7.1 LOCAL LIVE SHOW in BEAUMONT?

● Maybe you feel that records and transcriptions are the *only* possibilities for good local music programs, anywhere outside of perhaps New York and a few other largest cities.

Lots of advertisers do think just that—but the facts speak otherwise. In Beaumont, for instance, KFDM broadcasts Cliff Bruner's six-piece string orchestra, nationally-known for its juke-box records, and which receives *a 7.1 daytime Hooperating in Beaumont-Port Arthur.**

With carefully-selected spot-broadcasting programs, any advertiser can do a job of Bull's-Eye Radio—radio *where* it's needed, *when* it's needed, and at a cost that the results can easily justify. F&P are pioneers and experts in Bull's-Eye Radio. Can't we help you?

* Hooper Report, Fall-Winter, 1946-47.

EXCLUSIVE REPRESENTATIVES..	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION :	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 12 WASHINGTON, D. C., SEPTEMBER 22, 1947 $7.00 A YEAR—20c A COPY

Self-Regulatory Code Effective Feb. 1

NAB Board Moves Swiftly; AFM Hit, Too

ACTING WITH almost incredible speed, the new NAB board of directors meeting in Atlantic City Friday—a day following adjournment of NAB's 25th annual convention—adopted new standards of practice to become effective Feb. 1. Action came on the heels of a unanimous convention vote Thursday in favor of a self-improvement code to be promulgated "as expeditiously as possible."

From the opening gavel, radio's campaign for self-regulation dominated the convention. And it dominated the board too, because most delegates did not anticipate such speed. (Code roundup on page 15.)

The convention, with 1,700 delegates attending, and with a record gros attendance of 2,500, concentrated time and attention on the code but with equal vigor defended radio's right of free speech, resolved to work in unison to remove the barriers placed in the way by AFM, spoke out against governmental encroachments, and heard with trepidation that even a code may be used against them.

Developments

The week's stand-out developments included:

1. After two sessions of extended discussion the convention adopted without dissent a resolution urging expeditious adoption of a code which will be satisfactory throughout the industry, giving "immediate consideration" to objections to the proposed code as voiced in the discussions (see story page 15).

2. NBC and its affiliates not only plumped for adoption of a code but led the way by adopting a stringent policy of their own respecting crime programs (page 16). CBS Affiliates Advisory Board and the Mutual management, without committing its affiliates, followed suit (page 88). ABC recommended no action on the code at this convention (page 89).

3. NAB President Justin Miller warned broadcasters in the convention's opening address that without an "intelligent and unremitting battle" American broadcasting will gradually be taken over by government (page 17).

4. FCC Chairman Charles R. Denny told the convention that a station's code observance or nonobservance may be considered by FCC in acting on renewals (page 15).

5. NAB issued its preliminary draft of proposed model legislation designed to take FCC out of the program and business fields and protect radio against other governmental encroachments on constitutional rights (page 19).

6. Without dissent the convention adopted resolutions authorizing that "all things necessary and proper" have been done to solve problems posed by the demands of American Federation of Musicians and inviting other interested organizations to join this effort (page 20).

7. A resolution was adopted recommending "appropriate" NAB action to secure reversal of FCC's Mayflower decision, which withheld from broadcasters the right to present their own opinions and which will be subject of an FCC review Jan. 12 (page 20).

Both in and out of the convention there were many developments to capture broadcasters' attention.

Even before the NAB proceedings opened, General Manager Neil H. McElroy of Procter & Gamble Co. told the NBC affiliates meeting unqualifiedly that P & G, the nation's biggest radio spender, would seriously object to new restrictions in advertising practices that would limit commercial flexibility (page 89). NBC nevertheless went on record urging adoption of an NAB code.

Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, told the convention that American Broadcasters are largely responsible for the success of the government-owned system of radio in Canada because they furnish their best commercial programs to the CBC.

The need for incessant vigilance against advocates of government-operated radio was pointed up by Goar Mestre, president of the Inter-American Assn. of Broadcasters (page 82). Rep. Clarence F. Lea (D-Calif.), father of the Lea Act, again condemned the restrictive practices of AFM, and Commodore E. Y. Eller followed him at the speaker's stand to present to NAB a citation for services rendered by broadcasters in behalf of the Naval Reserve program and to offer the praises of top-ranking Navy officials (page 16).

Plans for organizing a group of independently owned NBC affiliates went a-glimmering (page 89).

James C. Petrillo's AFM ordered live music off the FM Continental Network (this page), and Yankee Network Board Chairman John Shepard 3d reported that Yankee had been duplicating Mutual Network programs on AM and FM for two weeks with no protest from the music union.

In a meeting of FM Assn. members, Maj. E. H. Armstrong, FM inventor, predicted that FM will have more listeners than AM in three or four years (page 83).

NAB's Broadcast Advertising Clinic went on record as approving a proposal to conduct an extensive campaign to carry the study of radio's sales power to all industries, and heard reports on other advertising department projects (page 90). In another clinic, spokesmen for four department stores testified to the effectiveness of broadcast advertising and told how it was done in their stores (page 90). Tentative plans of BMI for a nationwide talent search were disclosed (page 32).

But the code was the subject.

Emphasizing its importance, code discussion was shifted early in the week from its original Thursday spot on the agenda to the Tuesday

(*Continued on page 78*)

Petrillo Cracks Whip on Continental

Notifies FM Network That Its Live Music Must End

By BRUCE ROBERTSON

IN AN OPEN declaration of war on FM network broadcasting, which many industry leaders saw as the first step in a campaign to achieve his oft-promised abolition of all network musical broadcasts, James C. Petrillo, AFM president, last week notified WHFM Rochester and WASH Washington, originating stations of the Continental (FM) Network, that live musical programs on that network were being ended by union order.

Notice of the prohibition, effective Sept. 18, was received by the network officials on Sept. 17, while they were in Atlantic City attending the NAB convention.

Certainly the message was as unexpected as it was sudden. The amicable meeting of representatives of the four AM networks with Mr. Petrillo and his union's executive board in Chicago on Sept. 8, and the speech of Rep. Carroll D. Kearns before the FM Assn. convention on Sept. 12 had combined to give most broadcasters the impression that when they next heard from the AFM they would receive word that the union's ban against duplication of AM musical programs on FM had been lifted, or at least that the AFM would be amenable to working out terms for such duplication when the present network contracts with the union come up for renewal next January.

Timing of Notice

Perhaps the blow at the 27-station FM network came as a sequence to the debut of its first commercial program on Sept. 12. This was to be a weekly series of half-hour musical broadcasts, titled the *Treasury of Music*, featuring the Rochester Symphony Orchestra and originating in the studios of WHFM Rochester.

If Mr. Petrillo expected that his unprovoked attack would stun his victims into helpless rage, he must have himself been stunned at their reaction. First, the Stromberg-Carlson Co. told the Continental Network that it would fulfill the 16-week balance of its contract with a dramatic series, true stories of the New York state police, replacing the projected musical broadcasts. The network suffers no financial loss by the change; the only losers are the 40 members of the orchestra who would have been paid full AM network scale for each broadcast.

The NAB convention, casting aside every vestige of competitive prejudice between the AM and FM

(*Continued on page 79*)

Self-Regulation Means Self-Preservation . . . An Editorial

AMERICAN RADIO is going to regulate itself.

The mandate for a code, which becomes effective Feb. 1, came from the NAB convention in Atlantic City last week after healthy soul-searching by some 1,700 broadcaster-delegates. It will be radio's answer to its critics. It will be the vehicle constructed to convey radio on the road to full freedom.

The code mandate came in the face of a challenge from the FCC's Chairman, Charles R. Denny, that the "minimum requirements" of those standards of practice may be used against stations on license renewals. It is as if the broadcasters were writing their own Blue Book to be tossed back at them.

The broadcasters accepted the challenge. They accepted it in anger and with some misgiving. But not in fear. They accepted it after all hope of favorable action had vanished two days earlier. They accepted it after Chairman Denny had scolded them and had told them that radio "is still too commercial."

They accepted it because they had confidence in the leadership of President Miller in his unrelenting battle to break the Government's death-grip on commercial radio. They realized that new legislation removing the FCC from program regulation and business control could come only if radio puts its best foot forward. They made no apologies for giving to the American people the world's best radio.

Mr. Denny, sagacious and skillful word architect, took a new tack in shaking his finger in the faces of the nation's broadcasters. The "public interest, convenience and necessity" ruse was abandoned. He judiciously wove into his address the new line that "under the Commission's interpretation of the law," it had the power to regulate programs. He explained meticulously that Comr. Robert F. Jones, Ohio Republican, being a newcomer, did not go along with the rest of the commissioners present. Only absentee was Commissioner Hyde. That means the Commission stood 5-1 for a Blue Book crusade and the same way on the upcoming code.

We said the broadcasters were angry. They were angry because they felt Mr. Denny was dictatorial. They were willing to take the gamble if the stakes are freedom against slavery.

We contend it's none of the Commission's business whether radio is commercial, too commercial, quasi-commercial or pseudo commercial. We contend the Blue Book is a travesty and that the implied use of any code provisions as a punitive weapon is regulation by innuendo, coercion and intimidation. The Commission then would censor radio by the Blue Book back door and the code side door.

It may have been happenstance that the NAB released during the convention its proposed model radio law. It would strip the Commission of any authority over programs or business operation. It would give radio the freedom it craves. It is legislative Utopia. But it couldn't muster a dozen votes in Congress today.

That's because broadcasters—until last Thursday—had done nothing about self-regulation. Now there will be a code—a code with "teeth"—and one that won't require FCC dentistry as prescribed by Chairman Denny.

So here's how it should work: You get a code. Most broadcasters will observe it because they can live under it. The FCC attempts to use the code punitively on the few who do not. You go to Congress with the model bill. You show Congress that radio is putting its best foot forward and that the FCC is broadening its censorship salient. By sheer weight of right and logic you have a chance to get what you seek. Codeless you wouldn't have a prayer.

Under the board's Friday action, you have until Nov. 1 to propose changes to your district directors. That opportunity shouldn't be ignored. Get the licks in. Don't let steamroller talk becloud this progressive and *necessary* mandate.

The code that will issue effective Feb. 1, 1948, will not emanate from an ivory tower. For on the convention floor, delegates heard the voices of men from Fargo, Ventura, Macon, Fort Dodge, Baltimore, New York. Each voice that spoke in support of or against had equal audience. And each, whether for or against, stated his viewpoint with sincerity, and the conviction that finds root in sincerity. The code will reflect those viewpoints, for the code is being written by men from the nation's four corners, meeting at the cross-roads and determining in concert, their path together.

Free men remain free by standing to the task at hand, not by evading it. These men at the 25th annual convention of the NAB recognized their responsibility and met it openly. The sequel to a good code, voluntarily observed, can be a good law emancipating radio.

Automatic ASCAP Renewals Foreseen

No Percentage Increase Asked, NAB Committee Reports

VIRTUALLY automatic renewal of all broadcast stations' contracts with ASCAP for use of music was forecast Monday at a meeting of the NAB's Music Advisory Committee in Atlantic City.

Chairman Theodore C. Streibert, WOR New York, told the meeting that ASCAP reaffirmed its intention of asking no increase in percentages, which would mean renewal of such contracts without change.

Final action in the matter, however, is not quite ready to be taken by ASCAP, none of whose representatives attended the meeting. But a joint meeting between the committee and ASCAP is scheduled for Oct. 16 when details are expected to be ironed out.

At the joint meeting, payment for cooperative programs' use of music also will be discussed, as well as methods of accounting by stations for their use of music under ASCAP's program contract.

The Music Advisory Committee also considered the question of music rights for television programs. A committee of broadcasters was appointed to consider the question in cooperation with NAB.

Chairman Streibert also announced that his committee had been advised that ASCAP has now given broadcasters the right to use program type of license.

COVERAGE OF NAB CONVENTION IN THIS ISSUE

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Text of FMA Resolution on AFM (See story page 13)

THE following resolution was unanimously adopted Thursday by the FM Association Board of Directors, meeting in Atlantic City.

Whereas, the American Federation of Musicians has, without provocation or due notice, abrogated its agreement by withdrawing the services of its members from the Continental FM Network, and

Whereas this action is a discrimination against FM networks, since musicians were employed over Continental Network facilities at a scale designated by the American Federation of Musicians, and in full compliance with all AFM existing requirements, and

Whereas it is believed to be in the best interests of the public and the radio broadcasting industry that this controversy be resolved immediately, in order that the public may enjoy superior reception of musical programs over FM networks, since FM is the acknowledged advancement in the art of radio broadcasting, and

Whereas it is recognized that this action by the American Federation of Musicians affects all segments of the broadcasting industry and is further an additional problem separate and distinct from the duplication of musical programs over FM-AM facilities.

Now therefore be it resolved that the FM Association lend its full cooperation and support to other organizations of the broadcasting industry in a concerted effort to combat this discriminatory and arbitrary action.

Be it further resolved that the president of the FMA is hereby authorized to appoint a special committee to carry out the intent of this resolution.

C. & O. to Sponsor

CHESAPEAKE & OHIO Railroad will start co-operative sponsorship of *Information Please* Fridays on MBS, effective Sept. 26 in four markets — New York, Chicago, Washington and Cleveland. Agency is Kenyon & Eckhardt, New York.

NAB Board Acts With Celerity On Code

Adopts New Standards To Apply Now On Contracts

By J. FRANK BEATTY

BROADCASTERS will be operating under new standards of program and commercial practices starting Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. They will be stiff, meeting the cries of critics, yet they will permit adequate time for commercials and keep programming on a high ethical level. (See text of tentative code page 17, and board resolution on this page.)

At its post-convention meeting Friday in Atlantic City, the NAB Board unanimously ordered that the convention version of the code be sent to the membership and that all criticism and suggestions be given to directors prior to Nov. 1. Then will start the major job of revising the document, with final action to be taken by the board later.

Committee to Be Named

A special committee will be set up to study suggestions prior to the November board meeting.

The new code will be a continuing legislative document, with the board empowered to make changes at any time.

NAB President Justin Miller will check the code with FCC Chairman Charles R. Denny and the Dept. of Justice.

The board discharged with thanks the special Standards of Practice Committee, which prepared the proposed code. The Program Executive Committee, under which it operated, continues its code functions.

Great care will attend preparation of the preamble, which will contain the affirmative portions of the code. It will lay down public service obligations and aspirations, as against the "thou shalt nots" of the three sections covering general and specific program rules and commercial practices.

In fact, the preamble will involve careful study of the two code discussion meetings at Atlantic City. The code dominated the general sessions, attracting 2,000 delegates and visitors at the first debate Tuesday afternoon and over 1,000 Thursday morning, when many had left for home.

Originally the code debate had been scheduled Thursday morning but protests that this late scheduling might be deemed as a railroading attempt led to transfer to Tuesday afternoon.

Flaring up at frequent intervals throughout the convention was criticism of the way proposed code was offered to the industry. The document was unveiled Monday morning at a news conference.

Almost universal was the feeling that it should have been released a fortnight before the convention so broadcasters could study it carefully and come to the meeting prepared to take part in debate.

Many parts of the code escaped unscathed, but feeling ran high at times. Most vicious criticism came from a group of independents who contended the commercial limitations are fine for network affiliates but crippling for others. These independents objected to the 30-second station segment at end of programs, the ban on double-spotting, demanded special provisions covering foreign language stations and complained they lacked adequate representation on the code-drafting committees.

As expected, the ban on dramatization of controversial issues and political topics drew heated objection. Subjected to the same treatment was the ban on middle commercials in news programs of less than 15 minutes and that on appeals for funds in commercial religious programs.

President Miller drew every possible objection and suggestion at both code meetings, insisting that the proceedings be wide open. As a result the delegates were practically unanimous in praising his handling of what might have developed into an industry schism.

After the first code discussion

(*Continued on page 87*)

NAB CODE COMMITTEE in National Radio Week's booth where giant 20-foot rabbit symbolized the RMA-NAB slogan "Multiply Listeners, Reach More Ears." L to r: C. T. Lucy, WRVA Richmond; Gene Carr, WHBC Canton; E. P. H. James, MBS; John Outler, WSB Atlanta; Harold Fellows, WEEI Boston; Robert Swezey, MBS; Harold Fair, NAB; Henry Slavick, WMC Memphis; Merle Jones, WCCO Minneapolis.

Code Resolution

WHEREAS the Program Executive Committee has presented a newly proposed Standards of Practice to the annual convention of the NAB,

Now, therefore, be it resolved that the Board of Directors of NAB endorse and adopt the said Standards of Practice effective Feb. 1, 1948, subject to contracts in existence on Sept. 19, 1947.

Recognizing that the entire membership of the association has not had full opportunity to discuss and familiarize itself with all sections of said Standards of Practice, the board directs that copies of the said Standards of Practice be sent immediately to all members and that they be urged to contact their directors either personally or by mail prior to Nov. 1, 1947, to present their views and suggestions as to specific sections of said Standards of Practice.

That the board will review and revise the said Standards of practice at its November meeting.

Denny Implies Code Use as Yardstick

By RUFUS CRATER

FEAR of an era of even more stringent FCC regulation of radio permeated the NAB convention after Commission Chairman Charles R. Denny told the broadcasters in a speech last Wednesday that they may be held accountable for observance of any "good" code they may adopt.

His formal declaration came a day after the convention, noting a *New York Times* dispatch quoting him as saying code compliance might be a proper subject for FCC inquiry in acting on renewals, voted to wait for his confirmation or denial before proceeding further with code consideration, for fear they might be creating a Frankenstein which the Commission would turn against them.

"I said it," he declared bluntly.

But he insisted that this was a minor issue. The real issue, he declared, is whether broadcasters are willing to undertake self-improvement. "Get the code off the side track to which it was shuttled at the last meeting and get it back on the main line," he challenged. American radio is doing a good job but there is room for improvement, he told his audience, asserting his personal view that "a good sound code would be a forward step."

"If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry," he declared.

"There may be some things in your code which we would regard as a helpful guide. On the other hand the code might contain, as your last one did, some provisions which we feel are contrary to the public interest," he added, referring to the WHKC Columbus case, precipitated by the UAW-CIO, in which FCC differed from the old code's provisions relating to controversial issues.

Chairman Denny's remarks on the code were injected into his speech at the last minute, after the question of FCC's position was raised on the convention floor.

He reviewed the Commission's broadcast activities, pointing out

(*Continued on page 91*)

NBC Overcomes Opposition, Boosts Code

Trammell's Stand Swings Dissenters To Unanimity

By EDWIN H. JAMES

OPPPOSITION that sprang up last week among some independent station members of NAB against quick adoption of an NAB code would have developed far more formidable proportions if two networks—led by NBC—had not attained unanimous code support among their affiliates before the issue reached the convention floor.

At a two-day convention of their own, preceding the NAB conclave, NBC affiliates voted unanimously to urge the adoption of the NAB standards. It was at this meeting that scattered opposition—which in concert with other dissenting members of NAB might have proved powerful enough to wreck the code permanently—collapsed.

Two days later, the CBS affiliates advisory board pledged similar supporting action.

Opposition Too Small

Some of the most influential NBC affiliates were understod to have intended vigorous opposition to the adoption of standards which they regarded as portending commercial hardships, but before the vote was taken on a resolution proposed by Niles Trammell, NBC president, the dissidents agreed that their numbers were inadequate to force disapproval.

The vote was unanimous in support of Mr. Trammell's resolution —despite the distracting fact that few if any of the affiliates had seen the proposed code—and thus even those who had formerly opposed the adoption of the standards were committed to support them.

Passage of the NBC resolution was not without other distractions. The day before the affiliates agreed to support the code, Neil H. McElroy, vice president and general manager of Procter & Gamble Co., radio's biggest spender, had warned that P&G would look with displeasure upon any effort by broadcasters to limit commercial flexibility.

Mr. McElroy made it plain that P&G was in no mood to accede to further tampering with its radio sales talks and pointedly asserted there was "danger" in changing commercial standards.

Other Actions

The adoption of the resolution urging support for the NAB code was but one of several important actions taken during the first annual convention of NBC affiliates. Others were:

(1) The affiliates adopted a new policy concerning mystery programs, limiting such broadcasts to hours when children may be expected to be in bed and establishing principles to minimize the blood and thunder aspects of such programs.

(2) Plans for the formation of an association of independently owned NBC affiliates expired, but enough of the spirit behind them survived to stimulate action looking toward possible strengthening and enlargement of the NBC Stations' Planning and Advisory Committee.

(3) Brig. Gen. David Sarnoff, president and chairman of RCA, and Frank H. Mullen, executive vice president of NBC, urged NBC affiliates to give serious thought to early ventures into television.

Mr. McElroy, addressing the NBC affiliates at the Marlborough-Blenheim Hotel, asserted that "any restriction" imposed on an advertiser's handling of radio commercials "should be looked at very carefully."

In a generally gloomy assessment of the present worth of radio as an advertising medium, Mr. McElroy criticized rising time and talent costs, asserted that he had noted a decline in average listening to radio programs and said that these unfavorable factors were compounded by the present consideration by broadcasters of new restrictions "which may reduce seriously the commercial effectiveness of radio."

AT NBC affiliates meeting Harry C. Kopf (l), administrative vice president of NBC, shares joke with Henry W. Slavick, general manager of WMC Memphis.

Another business leader and representative of big radio clients took a sharply contrasting view to Mr. McElroy's in a speech delivered to the NBC affiliates the same morning. Sigurd S. Larmon, president of Young & Rubicam, urged support for a code of standards.

Mr. Larmon declared that radio was obliged to take immediate measures in "correcting certain program conditions which provoke public criticism."

Advisory Council

He suggested the need for early organization of the Broadcasters Advisory Council, a high-policy committee embracing representatives of broadcasting, advertisers and agencies, to address "the broader aspects of radio and its relations with the public."

"The lush days of radio are over," said Mr. Larmon. "The time for self-examination is here."

Mr. Larmon pooh-poohed arguments that a broadcasting code could not be enforced. He pointed to examples of code enforcement in other industries. "Periodical publishers have made codes stick," he said.

Among examples of current radio practices offending to the public, Mr. Larmon cited: (1) Lack of program balance, a "sameness of programming over extended time blocks (which) definitely limits or deprives the listener of exercising a reasonable choice in listening"; (2) lack of observance of "those subtler proprieties of restraint and social decorum which are presistently violated"; (3) advertising excesses.

NEIL H. McELROY, vice president and general manager of Procter & Gamble Co., in address before NBC affiliates convention, warned against tampering with commercials and said radio costs were rising dangerously.

The action by NBC in adopting a strict policy pertaining to its own crime shows was a step beyond the restrictions on that type of program in the proposed NAB code.

Crime Programs

The NAB code suggested only in a broad outline that crime programs ought not to be broadcast at hours when children would be apt to be listening. NBC went beyond that, however, and specified times at which such shows would be permitted on its air.

NBC will not permit broadcasts of crime programs earlier than 9:30 p.m. in the Eastern time zone, 9 p.m. in Mountain and Pacific zones and 8:30 p.m. in the Central zone.

(*Continued on page 89*)

Rep. Lea Scores Techniques of AFM

Says Exactions by Union Are Cold-Blooded Illegal Abuses

REP. CLARENCE F. LEA (D-Calif.), father of the "Anti-Petrillo Law," again condemned the restrictive techniques of the American Federation of Musicians in an address at last Tuesday's luncheon session of the NAB convention, and said recent labor legislation bespeaks the public's "protest against the manifested abuses" by labor.

He said a broadcaster estimated to him, after the Supreme Court upheld the Lea Act in the Petrillo case, that "we have spent conservatively between one-quarter and one-half million dollars in the last decade for the employment of musicians for which we had no productive use."

Rep. Lea, whose legislation includes provisions outlawing "feather-bedding," told his audience that such exactions are no less than a "cold-blooded demand exacted by threat and through fear of greater penalization than would result from failure to comply." They "have no place in the legitimate relations of employer and employe," he declared.

The California congressman was followed at the speaker's stand by Commodore E. M. Eller, Navy Dept. director of public information, who presented to NAB, as representative of the radio industry, a citation "for service rendered to the naval reserve" during the campaign to enlist additional reserve officers. The citation was signed by Fleet Admiral Chester W. Nimitz and Defense Secretary James Forrestal. Commodore Eller praised broadcasters for their assistance to the Navy in both war and peace, calling them "as selfless a group" as any he had ever encountered.

The naval officer extended the regrets of Admiral W. H. P. Blandy, Commander-in-Chief of the Atlantic Fleet, who had to break an appointment to address the luncheon in order to be with his fleet during the hurricane threat. He also brought greetings from Navy Secretary John L. Sullivan, Admiral Nimitz and other high-ranking Navy officials. Commodore Eller was introduced by T. A. M. Craven, Cowles vice president and a former FCC Commissioner.

Rep. Lea, tracing the history of labor legislation from the enactment of the Wagner Act 12 years ago, declared that the Lea Act of 1946 and the Taft-Hartley Act of 1947 "are not out of harmony" but that the radio industry gets broader protection from the 1946 law.

United Front in Radio a 'Must' — Miller

NAB Chief Stresses World Aspect At Atlantic City

By BRUCE ROBERTSON

JUDGE JUSTIN MILLER, NAB president, urged broadcasters to maintain their united front in international as well as domestic problems as he opened the first general session of the NAB convention. His 90-minute presidential report, delivered with the hard-hitting sincerity which the broadcasters have come to recognize as typical of their president's thinking and speaking, brought the convention to its feet for a thundering ovation at its conclusion.

Beginning with a factual report of the progress of NAB (whose membership has grown from about 400 ten years ago to 1,450 today, including all four national networks) and its affiliate organizations, BMI and BMB, Judge Miller urged broadcasters to take full advantage of the convention to find out all about the operations of all three bodies.

"Satisfy all your doubts; express yourselves fully," he said. "Please do not pull any punches or leave the convention with unanswered questions."

President Miller reported continued improvements in NAB-FCC relations. "There is evident today, under the chairmanship of Mr. Denny, an attitude of friendly helpfulness" at the Commission, he said. "Mr. Denny has been highly cooperative in his efforts to understand the problems and points of view of the broadcasters and to administer the law in such manner as to avoid, so far as possible, any suggestion of harshness or oppression."

While there is still a "reflection of Blue Book philosophy in some Commission pronouncements," Judge Miller stated, "present trends indicate that the enthusiastic young men in the lower echelons have much less voice in policy determinations than they once had. There is no indication of reliance by the Commission, today, upon the advice of foreign-trained proponents of government-owned broadcasting."

Broadcasters were "exceedingly fortunate" when the Supreme Court upheld the constitutionality of the Lea Act, President Miller declared. "This law will be something for Mr. Petrillo and his legal strategists to conjure with for years to come. The Taft-Hartley Act also will have profound effects upon the relationships between labor and management in the field of radio broadcasting."

Unexpected Misunderstandings

But, he went on, "we have had misunderstandings with the legislative branch of Government, where we least expected it," during the Senate Subcommittee on Interstate and Foreign Commerce hearings on the White Bill. The fireworks then arose, he declared, "from the false assumption by one or two members that the First Amendment has no application to broadcasting." Members of the committee were also unaware, he stated, "of the Blue Book procedures of the FCC; they were unaware of the lifted eyebrow techniques; of writing sociological dogma into opinions by way of what lawyers call *obiter dictum;* of off-the-record coercive practices, such as are revealed in the Mayflower case opinion. The Senators assumed that it was as easy to get an appeal to the Supreme Court from a decision of the FCC as from a trial court."

The NAB, Judge Miller reported, "joined issue first and primarily upon the attempt to write out of the present Communications Act all guarantees of free speech by radio. . . . We placed before the Senate subcommittee the platform upon which American broadcasters stand—its foundation stone—complete freedom of speech by radio, within the real meaning of the Constitution. Your enthusiastic support of that platform," he told the broadcasters, "is evidence of your determination to win the fight for its acceptance."

Two facts prove that the broadcasters' fight was not in vain, Judge Miller declared: (1) The White Bill was sent back to Committee and (2) the NAB was asked to draft a bill setting forth its views as to desirable amendments of the present law. NAB has fulfilled this request.

Expressing pride in the united front shown by broadcasters at these hearings, President Miller pointed out that united action must be continued if proper legislation is to be won. "Remember," he declared, "that we have the strength of thousands, scattered from one end of the land to the other. Remember that we stand upon firm ground in protecting the rights of the people to a free medium of communication."

Goar Mestre speaking Tuesday

To those who might ask "Why should *we* be concerned with freedom of speech, with the Constiution, and with legislation?" Judge Miller asserted that "it should be perfectly obvious from what has happened in England—to say nothing of other European countries and Russia—and from what threatens in Canada and Latin America, that unless the broadcasters of America are willing to put up an intelligent and unremitting battle, American radio broadcasting will be taken over, step by step, until it

(*Continued on page 81*)

Banner Year

GREATEST attendance in NAB history came to the 25th annual convention in Atlantic City, with official figures showing registration of almost 2,500 broadcasters and exhibitors. Delegates from radio stations numbered 1,740 while exhibitor personnel staffing 60 exhibits was put at more than 650. Another hundred in attendance were delegates to the International Telecommunications Conference. Although NAB headquarters estimated wives and other guests at only 500 in addition to the 2,500 with official badges, gatemen said the number of such other visitors was more than 5,000.

Text of the NAB Proposed Code

The text of the proposed new code of standards of practice for the radio industry, as made public by the National Association of Broadcasters, follows:

SECTION 1—STANDARDS FOR ALL PROGRAMS

The standards enunciated in Section 1 of this code apply to the treatment of all types of programs.

Religion

The subject of religion should invariably be treated with respect. Reverence should mark any mention of the name of God, His attributes or power.

Reference to religious faiths, tenets or customs should be respectful and in good taste, free of prejudice and ridicule.

Religious rites—baptism, marriage, burial and other sacraments—should be portrayed with accuracy.

A priest or minister, when portrayed in his calling, should be vested with the dignity of his office.

Race, Creed, Color

No program should be considered acceptable which derides, misrepresents or attacks any person or institution by reason of race, creed, color or national origin.

Profanity and Obscenity

Sacrilegious, blasphemous, profane, salacious, obscene, vulgar or indecent material should not be broadcast.

Sex—All reference to sex should be within the limits of good taste and decency.

Dramatic situations, dialogue or lyrics which are suggestive or involve "double entendre" should not be used.

Sex crimes—seductions, rape, etc.—and sex abnormalities are not desirable subjects for broadcast.

Marriage and the Home

Respect for the sanctity of marriage and the home should be maintained.

Marriage or extra-marital relations should not be made a vehicle for suggestive or offensive lines.

Adultery and other infractions of moral law should not be presented as glamorous or socially or morally excusable.

Divorce should not be casually treated or advanced as the normal solution of marital problems.

No material tending to break down juvenile respect for parents, the home, or moral conduct should be broadcast.

Insobriety and Excessive Drinking

Insobriety or excessive drinking should not be portrayed as desirable or prevalent factors in American life, and reference thereto should be kept incidental to the development of plot or character.

Narcotic Addiction

Narcotic addiction should never be presented except as a vicious habit.

Crime and Horror

Crime and punishment should never be presented in a way that will portray the criminal in an attractive light or condone the crime. Criminals should always be punished, either specifically or by implication. The technique and methods of crime should not be presented in enough detail to invite imitation.

Brutal killings, tortures or phy-

(*Continued on page 86*)

New NAB Directors

NAB Directors Elected Wednesday were:

Large Stations

(For Hough and Ryan): Paul W. Morency, WTIC Hartford (former District 1 director); Howard Lane, WJJD Chicago.

Medium Stations

(*Reelected*)

T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.

Small Stations

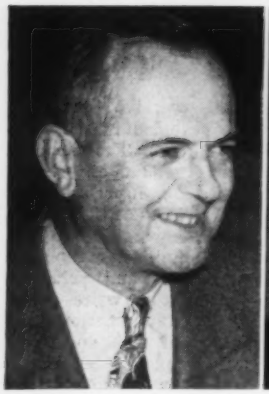
Clair R. McCollough, WGAL Lancaster, Pa. (*re-elected*); Robert T. Mason, WMRN Marion, O. (for Coy).

FM (Class A)

Willard Egolf, WBCC-FM Bethesda, Md.

FM (Class B)

John Shepard 3d, WGTA Boston.

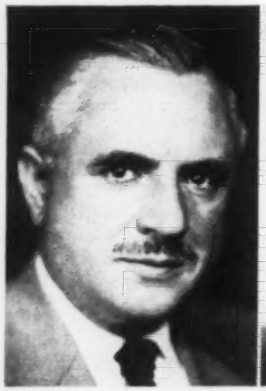


Mr. CRAVEN

Mr. SHAFTO

Mr. MORENCY

Mr. LANE



Mr. MASON

Mr. McCOLLOUGH

Mr. SHEPARD

Mr. EGOLF

Networks Prepare For Time Change

CBS, NBC to Sign Off Hour Earlier With Switch

MINOR programming adjustments will be made by the four major networks when the change-over from daylight saving time to standard time occurs on Sunday, Sept. 28.

CBS, which during daylight time transcribed its programs between 9 and 10 p.m., New York time, for West Coast repeats later on in the evening, will terminate that service on Sept. 28 and broadcast the programs to the West Coast live. Both network and WCBS New York will go off the air at 1:05 a.m. each morning instead of 2 a.m., sign-off time during daylight time.

ABC followed a plan during daylight saving time which permitted all affiliates to carry a program during the same time period. The network recorded shows for Chicago and Hollywood which were broadcast at the same hour they were heard in New York. With the beginning of standard time on Sept. 28, ABC will record shows for Hollywood only and Chicago will carry them live.

The only change to occur at NBC will be in the sign-off timé in the network's Pacific, Mountain and Central zones, from 2 a.m. back to 1 a.m.

Mutual, which like the other networks has been recording many of its programs for repeat in Chicago and on the Don Lee network, will cut its transcribed repeats approximately in half, with most MBS programs being heard live throughout the country during standard time.

NAB Exhibits Hit New High in Quality

MILLIONS of dollars worth of broadcast and electronic equipment, much of it revealed to the public for the first time, featured the most extensive exhibition in NAB convention history.

Dominating the displays were four antennas, reaching far into the 150-foot ceiling of Convention Hall. But of equal interest were new developments in television, FM and facsimile—services that now are important operating segments of the industry.

With the vast facilities of the cavernous auditorium available for an exhibition that covered two-thirds of an acre, leading manufacturers were able to show and explain heavy equipment that cannot be set up in the average auditorium.

Some 60 exhibitors occupied booths ranging from 100 to 3,000 square feet. The booths were separated by wide aisles permitting thorough examination of equipment and services. The entire exhibition, one of the largest in American industry, was in charge of Arthur C. Stringer, director, NAB FM Dept.

As usual, gimmicks were popular. They ranged from a standard radio tag-matching wrinkle, with beverage bottles as a reward, to the bags of peanuts offered by Louis G. Cowan Inc. Standard gave away over 50 bottles of beverage.

Delegates spent much of their time wandering around the booths and examining equipment. The exhibitors voiced approval of the way the project was handled, but desire adjacent facilities for transcription auditions at future conventions.

Eight manufacturers of receivers displayed their models in the convention lobby at the invitation of NAB. They were Stewart-Warner, RCA, General Electric, Philco, Federal, Stromberg-Carlson, Westinghouse, and Ansley. Besides its sets, Ansley exhibited a combination electric piano, radio set and automatic record player.

Radio Week Display

A feature of the display was the booth promoting National Radio Week, with NAB and Radio Manufacturers Assn. as joint sponsors.

(*See picture page* 15.)

Among the equipment displays, Federal Telephone and Radio Corp., had a two-bay square loop Blaw-Knox antenna, along with mobile units, transmitter console, turntable, monitoring speaker and FM monitor.

Westinghouse Electric Corp. had a 50-kw AM transmitter, two cubicles, 1 kw and 3 kw FM transmitters, console receiver with FM, tube display and consolette receiver.

RCA had a towering six-bay television antenna, en route to WBAL Baltimore, atop a pylon tower. It was valued at $22,000. Other items included a WBAL mobile television truck, 5-kw television, 10-kw FM and 5-kw AM transmitters, beer-mug transmitter, 150-kw shortwave transmitter, along with other equipment

General Electric Co. had a 10-kw FM transmitter and audio racks with new limiting amplifier and monitoring amplifier, four-bay doughnut FM antenna 50 feet high, miscellaneous consoles and studio setups, elaborate television pickup and receiver equipment including large-screen projector and watercooled studio light. New studio camera has a hydraulic lift.

Facsimile displays were shown by WFIL Philadelphia and WAAT Newark, which cooperated in programming for Radio Inventions Inc., and its Newspaper Publishers Faximile Service. Continuous facsimile service was provided for guests.

In the DuMont television display was an acorn package capable of enlargement as desired. It included 500-w TV transmitter, monitoring equipment, playbacks, batwing antenna and similar items.

Western Electric Co. and its sales subsidiary, Graybar Electric Co., had a long list of equipment. In the display were 3-kw and 10-kw FM transmitters, miniature model

(*Continued on page 80*)

NAB Model Bill Would Clip FCC Power

But Miller Expects Road to Passage To Be Slow

A PROPOSED model bill designed to protect radio's rights by specifically forbidding FCC to censor radio or regulate stations' business affairs was presented in tentative form last Wednesday by NAB officials at the convention in Atlantic City.

But not even the association's staunchest crusader for radio's constitutional right of freedom of speech—President Justin Miller—could predict enactment of such roseate legislation for broadcasters in the near future. It took the American Bar Assn. 15 years to secure passage of the Administrative Procedure Act, he reminded.

Judge Miller said "maybe 5, maybe 10, maybe 15 years" would be needed to get legislation adequately protecting the rights of Broadcasters. "When that time will come," he said, "I don't know." Asked whether he anticipated passage of any radio law at this session of Congress, which still has the White Bill pending in committee, he said that "the probability is, no."

NAB's proposed model bill was drawn up under the direction of Don Petty, general counsel, who emphasized that it was only a tentative draft and urged broadcasters and radio attorneys to dissect it and suggest improvements. It "does not commit or bind the industry in any way," he pointed out.

The dozen-page draft was prepared following a suggestion made by Sen. McFarland (D-Ariz.) during last June's Senate Commerce Subcommittee hearings when NAB attacked the White Bill as an abortive proposal which would shackle radio even more than it is now under the antiquated Communications Act of 1934. NAB spokesmen noted that the Senate group is expected to resume hearings on the White Bill when Congress convenes next January.

Provisions of Bill

Under the proposed model bill, FCC would be specifically forbidden to regulate radio beyond the extent necessary "to assure a technically efficient and orderly system of broadcasting. The Commission would not, however, go completely out of the program field, according to President Miller, who said that, for example, it still would have authority to prohibit delegation of license authority for programming, and to specify the type of program material to be used in certain experimental operations.

The bill provides a specific definition of the much-mooted term, "public interest, convenience and necessity." The phrase would be described as meaning "the securing to the people of the United States of technically efficient broadcasting reception." In applying the public interest phrase, the Commission would be authorized to "consider only physical, engineering, electrical, geographical, population density, and similar physical and technical factors."

Lest the intent be misunderstood, paragraph (B) of Sec. 302 would specify that nothing in the act shall be understood or construed to give FCC the "power to regulate the business of the licensee of any radio station engaged in broadcasting, and, anything in this act to the contrary notwithstanding, no regulation, condition, opinion, report, or requirement shall be promulgated, imposed, issued, or fixed, nor any action taken, by the Commission relating to the particular business or businesses, or the operation thereof, or the business management, practices, or policy of the applicant or licensee, and such matters shall not be inquired into or considered in any proceeding or action."

Automatic License Renewal

The bill would provide for automatic renewal of station licenses unless the FCC, for justifiable cause, instituted revocation proceedings. The "renewal of license" device of hauling stations on the carpet would go out the window.

Similarly, the possibility of another Blue Book ever rearing up to discommode station operations would be rooted out. FCC would also be forbidden to engage in fishing expeditions via unnecessary questionnaires, renewal requirements, and other procedures.

Out the window also would go the so-called Avco procedure of open bidding on station sales. Transfers or assignments would be approved if the proposed transferee or assignee possessed the qualifications required of an original permittee or licensee.

The license term, now three years, would be not more than five years.

Multiple Holdings

Unlike the White Bill's strict limitations, the proposed model legislation contains no reference to multiple ownership of stations.

Appellate provisions would be changed so that the burden of proof in all instances would be upon the commission.

In invoking the anti-trust law, the FCC would be bound to follow the same procedures applicable to any other industry or entity. Suits would be filed in U. S. District Courts "in and for the district in which a station is located or is proposed to be located." The rules of civil procedure for district courts would apply in all such proceedings.

The NAB bill proposes that the "cease and desist" procedure of the Federal Trade Commission be applied in radio and that only when there has been failure to comply with such an order of the FCC could the government proceed in the courts.

The so-called political section of the present law (Sec. 315) would be repealed in its entirety. That provision now specifies that equal time shall be given all qualified candidates for public office if the station permits use of its facilities by any candidate.

This is in sharp contrast with the White Bill provisions to extend the political section even to the discussion of controversial issues and other matters in the public eye. The proposal to repeal this section is premised upon the contention that radio's freedom of speech should be just as free as that of the press, which is not required to publish both sides.

To dismiss with finality the controversy over censorship and freedom of speech, which has been the cry of President Miller's campaign, the bill proposes a new Sec. 326 as follows:

Nothing in this act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station or in any way to abridge, directly or indirectly, the right of free speech, as guaranteed by the Constitution of the United States, by means of radio communication, and no regulation, condition, opinion, report or requirement shall be promulgated, imposed, issued or fixed by the Commission relating to, and no license or construction permit shall be issued, denied, or revoked because of programs, program material, or program policies of the applicant or licensee, where the effect of such regulation, condition, opinion, report or requirement would be to abridge, directly or indirectly, the said right of free speech.

The draft also contains appellate provisions and includes a section providing for issuance of declaratory orders by the FCC.

PROPOSED MODEL BILL OF NAB

A BILL

To amend the Communications Act of 1934, as amended, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "Communications Act Amendments, 1948."

SEC. 2. Subsection (p) of section 3 of the Communications Act of 1934, as amended, is hereby amended to read as follow:

"(p) The term 'broadcast station', 'broadcasting station,' or 'radio broadcast station' means a radio station equipped to engage in broadcasting as herein defined."

SEC. 3. Section 3 of such Act is further amended by adding after subsection (aa) the following two subsections:

"(bb) The term 'license', 'station license', or 'radio station license' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act, for the use or operation of apparatus for transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission.

"(cc) The term 'construction permit' or 'permit for construction' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act for the installation of apparatus for the transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission."

SEC. 4 (a). Section 301 of such Act as amended by inserting, as the first sentence thereof, the following:

"It is the purpose of this Act with respect to radio broadcasting, to safeguard the right to freedom of speech by radio communication, and to authorize regulation only to the extent necessary to assure a technically efficient and orderly system of broadcasting."

(b) Section 301 of such Act is further amended by inserting the word "further" before the word "purpose" in the first clause of the present first sentence of said section, so that such first clause shall read as follows:

"It is the further purpose of this Act,".

SEC. 5. Such Act is further amended by adding a new section, as follows:

"SEC. 302 (a). Public interest, convenience or necessity, as used herein with respect to broadcasting, shall mean the securing to the people of the United States of technically efficient broadcasting reception; and wherever in this Act the Commission is authorized or required to do or perform any act or function in the public interest, convenience or necessity, or make any determination that any act or acts will promote the public interest or convenience or serve the public necessity, with respect to broadcasting, the Commission shall consider only physical, engineering, electrical, geographical, population density, and similar physical and technical factors, and the class of station proposed, as determined under section 303 (a) hereof, and the citizenship and technical and financial qualifications of applicants, permittees, and licensees. The Commission shall make such distribution of broadcast licenses and frequencies, hours of operation, and power, when and insofar as there is a demand for the same, as to provide the people of the United States with a

(*Continued on page 83*)

Urges Sound Plan To Deal With AFM

Doherty of NAB Asserts Program Should Be Industry-Wide

DEVELOPMENT of a sound, integrated system of collective bargaining to combat the demands of the American Federation of Musicians was urged by Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., in a convention speech last Thursday morning.

He challenged the AFM to "prove that the development of radio has reduced the total income of musicians." Actually radio has contributed both directly and indirectly to their incomes, he said. Any decrease in employment of musicians in local areas, he declared, is the result of an economic trend and is not the fault of radio.

He said broadcasters must "develop an awareness" of the overall industry pattern affecting the music question and told them it was "absurd" for individuals to regard their own labor relations as separate and apart from those of the entire industry.

ATTENDING the NAB Small Market Stations Executive Committee's dinner meeting Sunday night at the Ambassador Hotel, Atlantic City, were (l to r): Seated—R Sanford Guyer, WBTM Danville, Va.; Frank R. Mills, WDWS Champaign, Ill.; J. Allen Brown, NAB assistant director of broadcast advertising, in charge of Small Market Stations Division; John F. Meagher, KYSM Mankato, Minn.; Wayne W. Cribb, KHMO Hannibal, Mo., executive committee chairman; Robert T. Mason, WMRN Marion, Ohio, and Marshall Pengra, WBOM Oak Ridge, Tenn.; standing—D. E. Jayne, WELL Battle Creek; Rex Howell, KFXJ Grand Junction, Colo.; Hugh Potter, WOMI Owensboro, Ky.; Simon Goldman, WJTN Jamestown, N. Y.; Edwin Mullinax, WLAG LaGrange, Ga.; William Dawson, WHEB Portsmouth, N. H.; A. E. Spokes, WJOY Burlington, Vt., and L. L. Hendrick, KRRV Sherman, Tex.

Resolutions Adopted By 25th Annual Convention, NAB Atlantic City, N. J.

All resolutions approved unanimously at closing session Sept. 18, 1947

* * *

Chairman: John Fetzer, WKZO Kalamazoo, Mich. Members—Harold Wheelahan, WSMB New Orleans; William Scripps, WWJ Detroit; Craig Lawrence, WCOP Boston, R. G. Howell, KFXJ Grand Junction, Colo.; Cecil Mastin, WNBF Binghamton, N. Y.; G. Bennett Larson, WPEN Philadelphia.

WHEREAS, the members of the National Association of Broadcasters have expressed the need and desire for a new standards of practice to guide the industry; and

Whereas, in accordance with the expressed wishes of the broadcasters, the management of NAB, with the guidance and help of its board of directors, appointed a Special Standards of Practice Committee to draft such standards of practice; and

Whereas, the Special Standards of Practice Committee, with the assistance of the Program Managers Executive Committee and other committees of NAB, have brought before this convention a tentative Standards of Practice for the consideration of the membership;

Be it resolved, that the broadcasters, in convention assembled, do commend the work of the Special Standards of Practice Committee and the other committees associated with it, and do here express their deep appreciation for the time and effort which the able members of these committees have so unselfishly devoted to the preparation of these proposed standards;

Be it further resolved, that the Special Standards of Practice Committee, working with the Board of Directors of the NAB and its executive management, endeavor to give immediate consideration to the objections and criticisms of the proposed Standards of Practice which were expressed in the open meetings of the membership during this convention. It is further urged that every point of view from every segment of the industry be given the most careful consideration and that every effort be made to develop a standards of practice which will be satisfactory to every segment of the industry and that this be done as expeditiously as possible.

—See code story, page 15

WHEREAS, the whole subject of international broadcasting has assumed a position of unprecedented importance in international relations and international economics; and

Whereas, the future of the American system of broadcasting, as well as our democratic way of life, are vitally affected by international broadcasting;

Be it resolved, that the membership of the National Association of Broadcasters urge the Board of Directors and the management of the Association to take whatever steps are necessary to keep the Association completely informed of the developments in international broadcasting and to strengthen the position of the American system of broadcasting in the world broadcasting spectrum to the end that our democratic way of life may be protected and maintained at home and extended to other peoples of the world.

—See international story, page 80

WHEREAS, spokesmen for the American Federation of Musicians have, in recent past, indicated that the services of musicians may not be available for the making of records and transcriptions and for network broadcasts after December 31, 1947 and February 1, 1948 respectively;

Whereas, the AFM has refused to permit the use of musicians for television or for exclusive FM network programming on associated FM stations;

Whereas, such withholding of music is already distinctly detrimental to the public interest, the broadcast industry, and the individual musicians; and

Whereas, the threatened further withholding of musician services would have an even greater adverse effect;

Now, therefore, be it resolved:

That, the American broadcasters are convinced that a constructive and amicable solution to the problem created by the AFM, arrived at by the sound and tested democratic processes of collective bargaining, would be a major contribution to the welfare of the American public, and are earnestly determined to make every effort to reach such a solution;

That, the American broadcasters recognize however that such a solution may be prevented by actions taken by the AFM;

That, the American broadcasters are firmly resolved, in such event, to take all necessary and proper steps to continue and extend their full service to the public, and will work unitedly toward that end; and

That, this convention of the membership of NAB hereby authorizes and directs the NAB board of directors through its president to create such special bodies including representatives of non-network stations, network affiliates, and networks, and invite the participation of Frequency Modulation Association, Television Broadcasters Association, and other interested organizations in the United States and Canada, and do all other things necessary and proper to achieve a lasting solution of this problem.

—See story, page 13

WHEREAS, FM is an advancement in the broadcasting art and the duplication of more AM programs on FM stations is highly desirable in the public interest; and

Whereas, dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available radio broadcasting facilities and does not in itself enlarge the total listening audience of the program and station; and because such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate personnel for dual AM and FM broadcasting is economically justified;

Therefore, be it resolved that, in view of these incontrovertible facts and of the provisions of the Taft-Hartley and Lea Acts, AM-FM broadcasters should insist upon their right to duplicate music programs.

* * *

WHEREAS, the National Association of Broadcasters, through its president, Justin Miller, has focused nationwide attention upon the fact that radio must be as free as the press; and

Whereas, one of the fundamental issues involved in securing and maintaining the complete freedom of radio in keeping with the constitutional guarantees lies in the clarification of the inference that may be drawn from the language of the Federal Communications Commission's so-called Mayflower Decision of 1940, which states, in part, "radio cannot be an advocate"; and

Whereas, the broadcasters have expressed the need for revision of said doctrine since it now represents a handicap to the full and proper exercise of their basic responsibilities in the field of community service, as exemplified in such activities as the support and advocacy of community projects in the interest of civic, educational and cultural development; and

Whereas, the FCC has given recognition to the need for review and reconsideration of said Mayflower doctrine by establishing a hearing on the general subject of radio editorializing on January 12, 1948;

Be it therefore resolved, that the members of the National Association of Broadcasters in convention assembled do hereby affirm and commend the position taken by NAB under the able leadership of President Justin Miller and do recommend to the Board of NAB that appropriate action be taken to assure that a full representation of industry views on the subject be properly presented at said hearing, and that such additional steps be taken as may be necessary to secure the revision of said decision to the end that broadcasters may be assured of the right to editorialize and thus fulfill their community needs and, at the same time, preserve one of the fundamental precepts of our constitutional freedom.

WHEREAS, Broadcast Music Inc. has furnished the music for the convention luncheons, as well as the splendid entertainment for the 1947 annual banquet;

Be it resolved, that members of the National Association of Broadcasters do here express their deep appreciation to BMI, its officers and directors for this valuable contribution to the pleasure of the entire membership; and

Whereas, Broadcast Music Inc. during the past year has made substantial progress in making available to the broadcasters additional catalogs of copyright music and has continued to serve the broadcasting industry in a highly satisfactory manner;

Therefore, be it further resolved, that the National Association of Broadcasters in convention assembled commends the effective services made available to the broadcasters by BMI and urges the Board of Directors and officers of the National Association of Broadcasters to continue their cooperation with BMI in order to insure its continuation as an important source of copyright music and to secure at the earliest possible date the renewal of BMI licenses on conditions no less favorable than those which now prevail.

* * *

WHEREAS, it has been the good fortune and the pleasure of the National Association of Broadcasters to have in attendance at the sessions of the 25th Annual Convention many outstanding representatives of radio communications from the foreign nations represented at the International Telecommunications Conferences;

Be it resolved, that the association extend to these representatives our most sincere welcome and our most cordial invitation to visit future NAB conventions, as well as the new NAB headquarters in Washington.

* * *

WHEREAS, the National Association of Broadcasters has been singularly fortunate in having at its 25th Annual Convention some of the Western Hemisphere's most prominent speakers;

Be it resolved, that the membership of the National Association of Broadcasters extend to these speakers who have appeared on the program of this convention a vote of appreciation for the contribution which they have made to the better understanding of the problems of broadcasting in the United States and in their respective countries.

* * *

WHEREAS, the 1947 Annual Convention of the National Association of Broadcasters simultaneously climaxes twenty-five years of service to the broadcasters by NAB and two years of service to the broadcasters by its president, Justin Miller; and

Whereas, during his two years in office, he has unselfishly and unsparingly devoted his time and his energies to the interests of the association and its member broadcasters; and

Whereas, he has brought to the association greater stature in world and national affairs, as well as an inspiring leadership;

Be it resolved, that the membership of this association extend to Justin Miller their most sincere appreciation for his outstanding contributions in the office of president; and

Be it further resolved, that the membership of the association does here express its confidence in him, in the members of the staff which he has assembled, and in the committees which he has appointed.

'Twixt Devil, Deep

FCC CHAIRMAN Charles R. Denny, arising to address the NAB convention at Atlantic City last Wednesday, first addressed himself to his FCC colleagues at the speakers' table. In front, he said, are the representatives of the broadcasting industry, while behind is the Atlantic Ocean. "Literally," he declared, "we find ourselves between the devils and the deep blue sea."

Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come.

It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly . . . wait until you see the face on your favorite client's sales manager . . . when the going gets tough. Believe it! Sales! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Jr. C. of C. Promotes Radio Week

Will Direct High School Contest for 'Voice Of Democracy'

NATIONAL contest for high school students, with NAB, Radio Manufacturers' Assn. and U. S. Junior Chamber of Commerce as joint sponsors, will feature observance of National Radio Week (Oct. 26-Nov. 1). Plans for the week were approved Sept. 9 at a meeting of the RMA Advertising Committee in New York.

Local, regional and national elimination contests will be staged to select "The Voice of Democracy," with all high school students eligible to participate. Suggested subject for talks is "I Speak for Democracy."

Endorsement has been given by the U. S. Office of Education. Commissioner John W. Studebaker has agreed to get behind the contest and to enlist support of national, state and local educational officials. Broadcast stations, radio dealers, civic leaders will join in the project.

Valuable Prizes

Valuable radio receivers will be awarded schools from which winning local contestants participate with personal prizes for winners. Local eliminations will be broadcast, as will regional and national competitions.

Contestants are to be judged on quality of talk and radio delivery. Local judges will be selected from community leaders. Regional contests are to follow boundaries of the 17 NAB districts, under present plans. Regional winners can be judged through use of recordings, with the final national elimination likely to take place in New York or Washington.

Students will be given an opportunity to make a serious study of the meaning of democracy, with reward for special talent in writing and speaking.

National prizes, not yet determined, are expected to consist of scholarships with plans being discussed for sound equipment to be given winning schools.

The junior chamber took an active part in celebration of the first National Radio Week during radio's 25th anniversary in 1945.

With approval by the RMA Advertising Committee of plans drawn up by the National Radio Week Subcommittee, the project assumes nationwide proportions. Packets containing promotional material and instructions will be mailed in a few days to 25,000 radio dealers, 1,600 stations, as well as to a group of cooperating associations and enterprises.

Preceding these packets are three teaser mailings. In the packets are suggested press releases for local use, a complete book of instructions for observance of the week, small streamers and special price tags.

Cooperating Groups

Working with RMA, NAB and FM Assn. in directing observance of the week are National Assn. of Music Merchants, National Retail Dry Goods Assn., National Retail Furniture Assn., National Electrical Retailers Assn., Radio Executives Club, station representatives and the U. S. Office of Education.

Fred Eldean Organization, New York, special RMA promotion counsel handling RMA's Radio-in-Every-Room campaign, is cooperating in Radio Week promotion.

Cooperating trade associations have been provided material for their thousands of members. Combined impact of all groups is expected to lift National Radio Week into an event of outstanding significance that will make the entire nation conscious of the role radio plays in the life of all citizens.

A second contest will be promoted by the Assn. of Women Broadcasters, NAB satellite, which is working with 400 stations in a competition for women listeners.

Prizes will include 17 regional awards consisting of $250 minimum cost console radios and a grand national prize of a $500 receiver. Letters will deal with favorite programs.

The instruction books for Radio Week contain letters of greeting to broadcasters from Justin Miller, NAB president, and to distributors and dealers from Max F. Balcom, RMA president.

Participation of the U. S. Junior Chamber of Commerce brings into Radio Week a nationwide organization active in community betterment. The chambers plan active local campaigns to bring millions of high school students into the "I Speak for Democracy" contest.

Cincinnati Project

One of the local promotion events reviewed by the RMA Advertising Committee Sept. 9 was that of Cincinnati Gas & Electric Co. Richard Keller, director of advertising and public relations, showed the committee photostats of promotion material for a Radio Week contest. The company will donate $5,000 in prizes and local distributors will add another $6,000, a total of $11,000 to be awarded during Radio Week. Daily prizes of $1,000 plus other cash awards and radio sets will be awarded for letters explaining preference for types of receiving sets. Contestants must visit a store to participate.

John S. Garceau, Farnsworth Radio & Television Corp., retiring chairman of the RMA committee, was presented with an outboard motor at the committee meeting. Presiding was Victor Irvine, Motorola Inc., vice-chairman, Others present were W. B. McGill, Westinghouse Radio Stations Inc., chairman of the National Radio Week Subcommittee; S. D. Mahan, Crosley Division; Guy Cyr, Noblitt-Sparks Industries; Frank V. Goodman, Andrea Corp.; William Macke, Zenith Radio Corp.; Herbert Guennin, RCA Victor Division; L. B. Pambrum, Majestic Radio & Television Corp.; Joseph Effinger, General Electric Co.; Bond Geddes, RMA executive vice president; James D. Secrest, RMA director of publications.

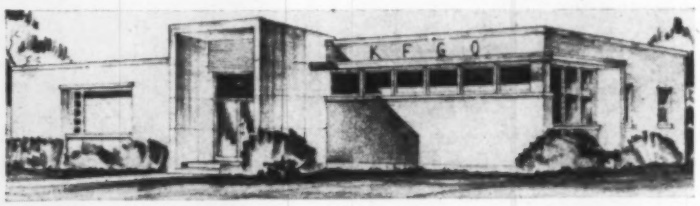
Mr. McGill was in charge of production of the Radio Week packet.

Warner Bros.' KWBR-FM (97.3 mc) Is Dedicated

KWBR-FM San Francisco, owned and operated by Warner Bros., who for nearly a quarter of a century has operated KWBR (formerly KLS) in Oakland, Calif., was dedicated Sept. 14.

Studios and transmitter are located on one of the highest points in San Francisco, on the side of Twin Peaks. KWBR-FM's power is 10 kw. Station operates on 97.3 megacycles, channel 247, on a limited schedule 4-11 p.m. (PST).

F. Wellington Morse, general manager of KWBR, also has assumed full charge of the FM affiliate. Production manager is Hugh Turner, formerly of KGO and ABC, San Francisco. Paul Gregg, of the engineering staff of KWBR, moves over to KWBR-FM as chief engineer. Edward Smith, formerly of WFAK Charleston, S. C., is in charge of sales. Station is selling quarter, half-hour and hour periods only. No spot announcements are being accepted.



NEW TRANSMITTER building of KFGO Fargo, N. D., as drawn by William F. Kurke & Assoc., Fargo architect firm, is shown above. KFGO plans to take the air next month as an ABC affiliate with 5 kw on 790 kc. Licensee is Northern States Broadcasting Co. RCA equipment will be used.

$41,940 Surprise

KXLW St. LOUIS fortnight ago billed City Hall of suburban Clayton for $41,940 in advertising services. Nothing strange about that except that since the city fathers knew nothing about some 5,124 station b r e a k plugs t o o t i n g Clayton's horn as "the garden spot of St. Louis County," they were "flabbergasted." No one knows today who o r d e r e d the station breaks, and the Board of Aldermen doesn't know what to do or how to pay.

Hall Quitting FCC Post To Enter Private Practice

ALBERT M. HALL has resigned as a member of the FCC law department to enter private practice in Marion, Ind. He will specialize in radio law and income taxation. Offices will be at 216 Glass Block, Marion.

Mr. Hall joined the FCC as an attorney in December 1945. Assigned to the FM and New and Changed Facilities Section of the Broadcast Division, he has served as counsel in a large number of broadcast hearings.

He is a graduate of the Indiana U. Law School, where he was research assistant and received the degree of jurist doctor in 1942. He served 2½ years overseas as a captain in the Army Air Forces and was the first commander of the AMVETS Communications Post, Washington, composed of World War II veterans engaged in radio work [BROADCASTING, Oct. 14, 1946].

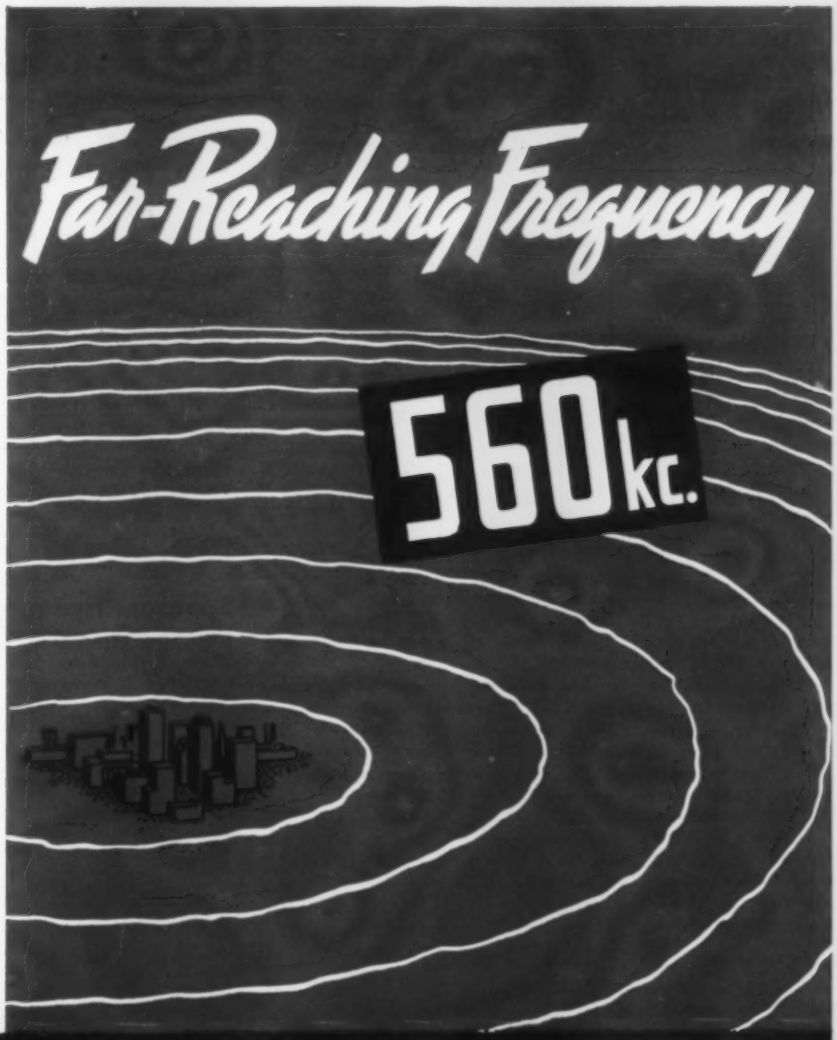
WEAR Reorganizes Staff; Welch Named Manager

WEAR PENSACOLA announced last week a complete change of staff, with Irving F. Welch, assuming the duties of manager. Mr. Welch has been in radio for 15 years and has lived in Pensacola for the past seven.

B. C. Spence has been retained as commercial manager. He was previously with the Texas State Network. B. Russell Hirsch, becomes program director, and Roger Nash is added to the announcing staff.

New BMB Members

BMB has added 37 new subscribers bringing total to 261 as of Sept. 11. They are: KOY KXRJ KERN KMJ KFBK KWG KCOK KCSJ WILM WRUF WRLD KSEI WLS WHOW WSOY WILL WSBT WFAU WCOU WOOD WTCN KOH WMUR KVER WMSA WHDL WWNY WHHT WCPS KLPM WHIZ KCRC WSPA KPRC WSVA WBTH WOSH.



COVERS THE MOST PROFITABLE, THE MOST MERCHANDISABLE PORTION OF THE ROCKY MOUNTAIN EMPIRE

KLZ

DENVER

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY

CBS Affiliate—560 KC.

REPRESENTED BY THE KATZ AGENCY

Consent to KWFT Sale Is Requested

AM and FM Outlets and Relay Stations Are Involved

APPLICATION has been tendered for filing at FCC requesting consent to sale of KWFT and KWFT-FM Wichita Falls, Tex., for $690,000 to KWFT Inc., a new firm owned by H. J. Griffith, E. H. Rowley and KWFT Managing Director Kenyon Brown [BROADCASTING, July 14]. The case involves assignment of licenses for KWFT and relay stations KPAK and KWFR and assignment of conditional grant for KWFT-FM from Wichita Broadcasters to the new firm. A CBS affiliate, KWFT is assigned 5 kw on 620 kc.

Wichita Broadcasters, a partnership, is composed of Joe B. Carrigan, 25%; his wife, Mrs. J. B. Carrigan, 25%; P. K. Smith, trustee for Laura Lu Carrigan, 43%; P. K. Smith as individual, 5%, and Mrs. Claude M. Simpson Jr., 2%. Sale is occasioned by Mr. Carrigan's retirement for health reasons, according to application.

KWFT Inc., a Delaware corporation, is owned 40% each by Messrs. Griffith and Rowley, southwest theatremen and broadcasters, Mr. Brown holds 20% interest and is president of the firm. Mr. Griffith, permittee of KEPO El Paso, Tex., is secretary-treasurer and Mr. Rowley, 35% owner of KXSA San Angelo, Tex. is vice president.

Other Radio Interests

Mr. Griffith is an AM applicant at Parsons, Kan., and Norman, Okla. He also is one-eighth owner of Brazoria County Broadcasting Co., applicant at Freeport, Tex., and 15% owner of Metropolitan Houston Broadcasting Co., applicant at Houston, Tex. Mr. Rowley holds 60% interest in Texas Gulf Coast Broadcasting, seeking AM facilities at Corpus Christi, Tex., and is 37½% owner of Metropolitan Houston Broadcasting. Mr. Brown's other radio interests include 11.11% subscription to stock of Miami Broadcasting Co., Miami, Okla., applicant.

Both Messrs. Griffith and Rowley agree to provide any additional sums necessary for completion of construction of KWFT-FM and continuance of operation of the stations.

The assignee proposes to expand the KWFT farm service and to employ a fulltime farm director in addition to other improvements.

The consideration includes initial payment of $165,000, now held in escrow, and five equal annual installments at 4%. The assignee is to bear completion of KWFT-FM but should the cost exceed $25,000 it will be covered by the assignor.

Make Way for Lux

WHEN CBS *Lux Radio Theatre* returned to the air, and KCMJ Palm Springs, Calif., network affiliate, couldn't broadcast Monday night local baseball because of that commercial commitment, team moved games to Tuesday evening. This enabled Roland Vaile, announcer, to continue the play-by-play.

To Promote Fruit Sales

FLORIDA CITRUS COMMISSION, Lakeland, Fla., has announced a tentative budget of $1,500,000 for the promotion of citrus fruit sales during the 1947-48 season. Firm began using spot announcements in 43 southern markets and 23 northern markets on Sept. 15 for 52 weeks. Agency is Benton & Bowles, Lakeland, Fla.

AMERICAN SHOWS STILL LEAD CANADA RATINGS

LITTLE CHANGE from previous month is shown in Canadian National ratings of daytime and evening network programs for August, according to the national ratings report issued by Elliott-Haynes Ltd., Toronto, on Sept. 12.

American programs continue to lead with first ten evening English programs being *Fred Waring Show*, rating 17.8, Alec Templeton 16.9, *Meet Corliss Archer* 13.3, *Album of Familar Music* 12, *Tony Martin Show* 11.6, *Big Town* 11.2, *Music Hall* and *Waltz Time* 11.1, *Take It or Leave It* 10.1, and *Silver Theatre* 9.8.

First five English daytime programs were *Ma Perkins 13.1*, *Big Sister* 12.9, *Pepper Young's Family* 12.1, *Life Can Be Beautiful* 11.7, and *Lucy Linton* 11.2.

Sponsors Hymn Show

PIERCE'S PROPRIETORIES, Buffalo, is planning to sponsor a transcribed five-minute series entitled *Hymn for the Day* with Gene Baker and Irma Glen on about 34 stations. Contracts have been signed which vary from 26 to 35 weeks and also have varying starting dates—Sept. 29 in some markets, Oct. 1 and Dec. 1 in others. Agency is Duane Jones Co., New York.

AWB Acting Head

RUTH CRANE of WMAL Washington has been named acting president of the Assn. of Women Broadcasters of NAB to fill the vacancy caused by the resignation of Frances Farmer Wilder from the AWB presidency. Mrs. Wilder left CBS recently to enter another field. Selection of Miss Crane was by unanimous action of the AWB executive board.

Rumors of Benton Resigning Parried

Assistant Secretary of State Calls Them 'Perennial'

REPORT that Assistant Secretary of State William Benton is about to resign has been characterized by his office as "a perennial rumor."

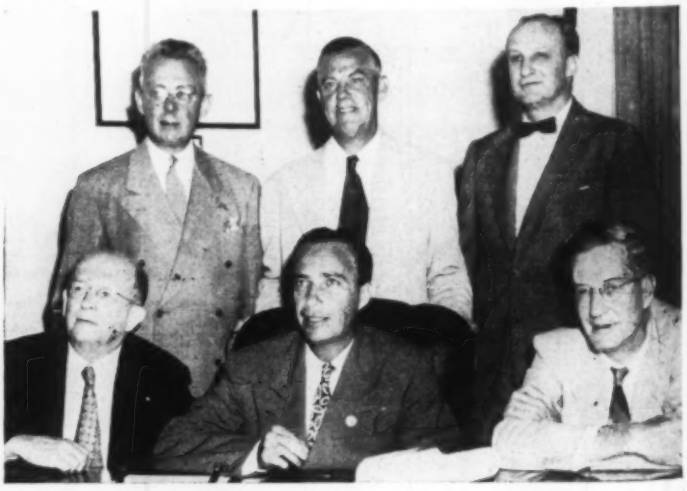
Rumors that Mr. Benton would resign have cropped up repeatedly since Congress last spring cut appropriations for his Office of International Educational and Information Exchange. He requested $31,000,000 but got only $12,400,000.

It is considered unlikely that Mr. Benton will resign while under fire. His division of the State Dept. is almost continually under fire, especially when Congress is in session. When the 2nd session of the 80th Congress convenes in January Mr. Benton will face not only another debate over next year's appropriation but also returned Congressional investigators who are visiting foreign countries to determine the effectiveness of the controversial "Voice of America."

Another controversy is shaping up over a proposed International Broadcasting Foundation to take over the "Voice of America" and put it under authority of a semi-public corporation. The proposal, written under Mr. Benton's direction, was cold-shouldered by Congress last year and there are indications it is destined for similar treatment next session.

Mr. Benton shortly will be named chairman of the U. S. delegation to the Second Annual Convention of the United Nations Educational, Scientific and Cultural Organization in Mexico City to begin in November.

LONG-TIME friend, Associate Justice Harold H, Burton of U. S. Supreme Court, administers oath of office to ex-Rep. Robert F. Jones (R-Ohio) as the latter becomes newest member of FCC Sept. 5. Commissioner Jones succeeds Ray C. Wakefield.



FIRST PICTURE of the FCC commissioners with their new member, Robert F. Jones (right, back row). Commissioners seated at desk are (l to r): Paul A. Walker, Chairman Charles R. Denny, Clifford J. Durr. Standing: E. M. Webster, E. K. Jett, Mr. Jones. Rosel Hyde was absent, on a hearing assignment on the West Coast.

PITTSBURGH'S HIGHEST POINT

. . . with a 13,000-square-mile "view"

Pittsburgh has a new "highest point."

It's at the top of a new 500-foot steel tower, stretching skyward from a hilltop overlooking the University of Pittsburgh campus.

Here, but a short distance from the spot where Dr. Frank Conrad launched the broadcasting industry 27 years ago, stands the new transmitter of Station KDKA-FM.

FM radio waves, as you may know, travel in straight lines only. They don't bend with the earth's surface, as standard waves do. Hence, broad coverage requires great height of transmission. KDKA-FM's high tower covers a 13,000-square-mile area.. bringing the best in FM programs to scores of communities with a population totaling more than three million.

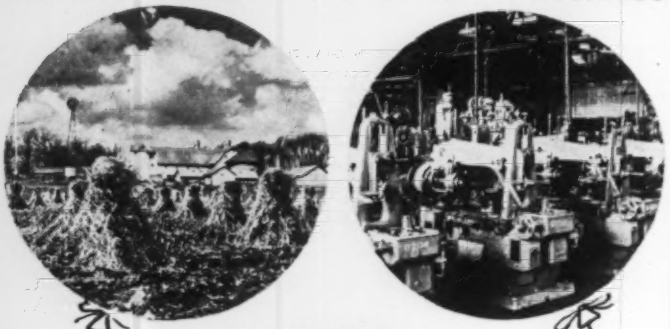
With additional FM stations in other cities.. Boston, Springfield, Philadelphia, Fort Wayne, and Portland, Oregon.. this achievement marks another chapter in the story of Westinghouse technical leadership in broadcasting—a story that started with Dr. Conrad, and continues today with the steady development of FM, television, and Stratovision.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO

National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters.

On the Farms . . . In the Factories



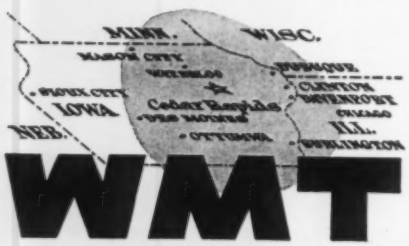
THINGS ARE REALLY HUMMING in EASTERN IOWA

ALCOA buildings are going up at Bettendorf. Swift & Company is investing in new plants at Clinton. Over 75 new manufacturing plants have gone up in Iowa since VJ-Day.

And Iowa farm crops are at all time highs. Iowa still leads in U. S. per capita income with the greatest farming country on earth.

WMT — only CBS outlet in Eastern Iowa — covers *both* these rich markets for you.

Well, what are you waiting for? See your Katz representative. Get on



WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

WERC Challenges FCC Speed-Up Plan; Says Two Federal Acts Were Violated

FCC has been told that its temporary expediting procedure, the 90-day speed-up plan instituted early this year, violated both the Communications Act and the Administrative Procedure Act.

It was the first outright challenge of the expediting plan and was regarded as a step toward a possible court test of the procedure.

The charges were filed by WERC Erie, Pa., whose application for 1330 kc was passed over during the expediting period because it was filed after the deadline, while Community Service Broadcasting Corp., which applied for the same facilities before the deadline, received a grant without a hearing [BROADCASTING, May 5].

The petition contends that WERC was deprived of a "full and fair hearing" as guaranteed by the Communications Act and by the Supreme Court decision in the Ashbacker case, which ruled that mutually exclusive applications must be given comparative consideration.

The petition, asking the Commission to review the action of a three-man FCC board which denied reconsideration of the grant to Community Service, also argues:

> Adoption of the temporary expediting procedure by the Commission did not conform with the rule-making requirements of Sec. 4 of the Administrative Procedure Act which provides for general notice of **proposed** rule making before adoption of any new rule or regulation affecting substantive as well as procedural rights. Announcement of adoption of the temporary expediting procedure was published in the **Federal Register** of Jan. 16, 1947, as a "fait accompli" and not as a proposed rule.

WERC Explains Stand

WERC, now on 1230 kc with 250 w, said its 1330-kc application was motivated by FCC's issuance of a show-cause order, requested by WLEU Erie, involving a possible WERC change to 1450 kc. WLEU requested the order in December 1945 and it was issued on Feb. 5, 1947—two days before the expediting plan went into effect. It was impossible, WERC contends, to find and apply for a frequency of its own choice before the expediting system's Feb. 7 deadline [BROADCASTING, May 26].

Community Service, which received the grant for 1330 kc at Erie, was authorized to operate with 5 kw fulltime. The company is owned by Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Fort Smith, Ark. The application was filed Feb. 7, the last day before the expediting plan went into effect, and was granted April 30, the last day before normal licensing was resumed.

WERC's application, requesting the same facilities, was filed April 10. The station is represented by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld. Community Service is represented by Andrew G. Haley, also of Washington.

'Padre' In Movie

FULL-LENGTH movie based on *Padre's Kids' World Series*, heard on KRLD Dallas [BROADCASTING, Sept. 1], will be produced by the Hollywood firm of Considine & Sullivan with a million-dollar budget. Series was originated by Father Vern Swartsfager, curate of St. Matthew's Cathedral in Dallas. Actors are rehabilitated juvenile delinquents the "Padre" has taken under his wing. Some scenes in the film are to be shot at KRLD and others at St. Matthew's.

KSLO Starts Operation; First Opelousas Outlet

FIRST Opelousas station went on the air, yesterday (Sept. 21) in the old Louisiana city under the call letters KSLO. Owned and operated by Hugh O. Jones and W. Eugene Jones, the 250 w station is on 1230 kc.

KSLO will be a fulltime affiliate of MBS shortly after its debut and will use United Press news service and the transcription service of World Broadcasting Co. Staff includes W. Eugene Jones, general manager; James F. McDonough, formerly with WBYN Brooklyn, WARD Johnstown, Pa. and WBNX New York, program director; Henry V. Gantt, chief engineer, and Sam Tarleton, local sports columnist, sports and news editor.

WPGH Pittsburgh Plans To Go on Air in October

WPGH, Pittsburgh's newest station, will begin operations early in October, according to Henry Bergstrom, president of the Pittsburgh Broadcasting Co., owner and operator of the station. With a power of 1 kw on 1080 kc, WPGH's studios are at 220 N. Highland Ave., with the transmitter on Spring Hill, North Side.

The station's manager is George L. Young, formerly public relations and sales promotion director of WKBN Youngstown, Ohio.

KERA Becomes WFAA-FM

KERA, FM station in Dallas, was scheduled to take the air again last week after a week's absence, but with the new call letters, WFAA-FM. KERA first began broadcasting Oct. 5, 1946.

WMPS

Memphis, Tennessee

Now 10,000 WATTS DAY TIME!
5,000 WATTS NIGHT TIME!

At 68 On Your Radio

A QUARTER CENTURY OF SERVICE

Twenty-five years ago, Texans tuned to the first 500-watt station in the Southwest. They have benefited from WOAI's swift growth—5,000 watts in 1925, affiliation with NBC in 1928, 50,000 watts in 1930, charter membership in TQN in 1934. They have profited from pioneering advances such as the establishment of the first full staff of paid talent, the first full news coverage in the South.

Today and tomorrow, WOAI will continue to deliver the best programs in radio to its listeners—top selling power to its clients.

WOAI *San Antonio*

50,000 WATTS CLEAR CHANNEL

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Represented Nationally By
EDWARD PETRY & CO.

•

NBC • TQN

Community Service Called Best Bet

Importance of Localizing Emphasized at Small Markets Session

SERVICE to the radio station's local community is the key to successful station operation, according to panel members who discussed "Radio Management Tomorrow—Problems of Service and Survival" under auspices of NAB Small Markets Committee in the main arena of Convention Hall.

Speaker after speaker stressed the importance of localizing news, programs, special events and public interest programs. By doing this, it was agreed, a station becomes an asset to the community, which in turn gives it the necessary support to survive.

As each of the eight members of the panel finished speaking, the stage was enlivened by the appearance of bathing-suit-clad Powers models who tore off parts of billboard-size facsimile of a dollar bill. Each segment ripped from the bill represented a proportionate share of money which the station paid out for the services represented by the names of the bathing girls, who were named respectively, Miss Music, Miss National Representative, Miss Special Events, Miss Petrillo, Miss Sustaining Program, Miss FM, Miss Texas and Miss Net Profits.

Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the Small Market Stations Executive Committee, reviewed the work of his body in behalf of the 1,000 small operators the committee serves—stations of less than 5 kw in cities of less than 50,000 population.

He cited the management studies of typical AM and of FM stations conducted by the committee, its part in the campaign to obtain relief under FCC operator requirements and its work to increase the sale of radio to chain stores in small towns.

He told of the efforts of the committee to deal with persons seeking to obtain free radio time under "threat and duress." The committee, he said, has recommended that persons or organizations making such demands be reported to the NAB and to the state associations of broadcasters so the information can be passed on to FCC.

The committee also instructed broadcasters to report excessive rate charges by independent telephone companies to state utility commissions and to NAB headquarters.

Hanna's Views

Michael R. Hanna, general manager, WHCU Ithaca, N. Y., asserted that a station's leadership determines its ability to survive and that leadership in community affairs is the biggest factor in such success—more important even than other assets such as administrative skill, business acumen and programming ability.

"All over the country in large and small markets, the most effective stations are those which, by skillful management with a sense of community needs, are getting closer and closer to the folks at home," he said.

His own public service staff costs more than his sales department, he said, but he indicated that its usefulness was worth the expenditure.

"I enjoy a private chuckle now and then because whether they know it or not, they open many a timebuyer's doors — more in fact than our sales organization cares to admit," he said.

Because listeners are now more discriminating, successful programming is more important than ever before, according to Simon Goldman, WJTN Jamestown, N. Y. Summarizing the factors of good programming, he said:

"Good programming must be identified with your community. Program your station for local consumption—be part and parcel of your community. Take in everything of a local nature, including local news, local sports, local special events, local public interest programs local quiz and participation shows and local live talent shows."

Stresses Creative

He urged radio executives to instill program appreciation in the sales department so that salesmen can sell programs, ideas or campaigns. Radio can be sold only by selling programs, he said.

With competition mounting from outdoor advertising, from newspapers with increased newsprint supplies and from new radio stations, radio executives must plan for creative sales programs if their stations are going to survive, John Meagher, KYSM Mankato, Minn., told the meeting.

"Creative selling," he said, "is the method by which you convince your prospective advertiser that through your facilities he can create in the minds of his customers and potential customers a desire for the goods and services he has to sell."

R. Sanford Guyer, WBTM Danville, Va., in speaking on office management, urged a signed contract for every sale, whether it be merely one announcement or hundreds of programs. He advocated setting up some procedure to check credit of customers.

Mason Talk

Robert T. Mason, WMRN Marion, Ohio, speaking on music, said a survey by the NAB Research Dept. showed that 48% of all small station programming is devoted to music.

Musical balance charts he said, enable intelligent programming. He urged that specific types of music be beamed at specific audiences and pointed to the need of keeping ear appeal as level as possible except on request programs in which variety is featured.

Relations with ASCAP are improving, he said. He expressed little concern about Petrillo since small stations use records and transcriptions extensively along with local talent. All stations should have a staff member trained in music, he thought, to help in programming. He opposed assessment of special fees for sponsors using music when no special production is required, contending music libraries should be available to sponsors without extra charge.

News is one of the most salable items on program schedules. A. E. Spokes, WJOY Burlington, Vt., reminded his audience.

"In almost any fair-sized city you'll find a radio success story on local news," he said. "Your listening audience is hungry for reports of local events and stories on local people . . . I know of no case where local news failed to deliver audience and failed to get a sponsor. I can't say that about several other types of programs."

He urged radio executives to put the trademark of their station on the news by careful rewriting and editing. Smaller stations can train program directors, announcers or other personnel to double in this job, he said. He also advocated use of a wire recorder to do on-the-spot news special events, and advised building up audience excitement for them by promotional announcements as soon as the wire-recorder crew leaves the station.

Hugh M. P. Higgins, assistant director of broadcast advertising, NAB, discussed the sales aids and promotion materials on file at NAB which tell a complete story of radio as an advertising medium. He told of the value of these materials to the small station and of their availability.

ROYAL WELCOME to Hawaii is accorded Edward Loveton (l), new account executive for KULA Honolulu, by Frank V. Webb, vice president and general manager of the Pacific Frontier Broadcasting Co., owners and operators of KULA. Mr. Loveton is former vice president and radio director of John Freiburg Co., Los Angeles advertising agency. He also has been a time and space buyer for Benton & Bowles.

AUSTRALIAN RADIO PROSPERS

Program Content at Highest Level in History —David Worrall Tells NAB Convention—

AUSTRALIAN RADIO has been given an enormous impetus by the war and is now prospering unprecedentedly, according to David Worrall, manager of 3DB and of LK, Herald Stations in Melbourne, Australia.

Mr. Worrall, attending the NAB Convention at Atlantic City as the Australian broadcasters' representative, said that the prosperity also has raised program content to highest level in radio history "Down Under."

"We have such a great waiting list for sponsors that we can insist only on the very best program material to be used for the best broadcast time. We can take the attitude that we won't sell a good time unless there is a good program for it."

War restrictions on imports helped Australian radio, Mr. Worral said. Restrictions cut into newsprint supplies with the result that advertisers sought out stations for the privilege of taking radio time.

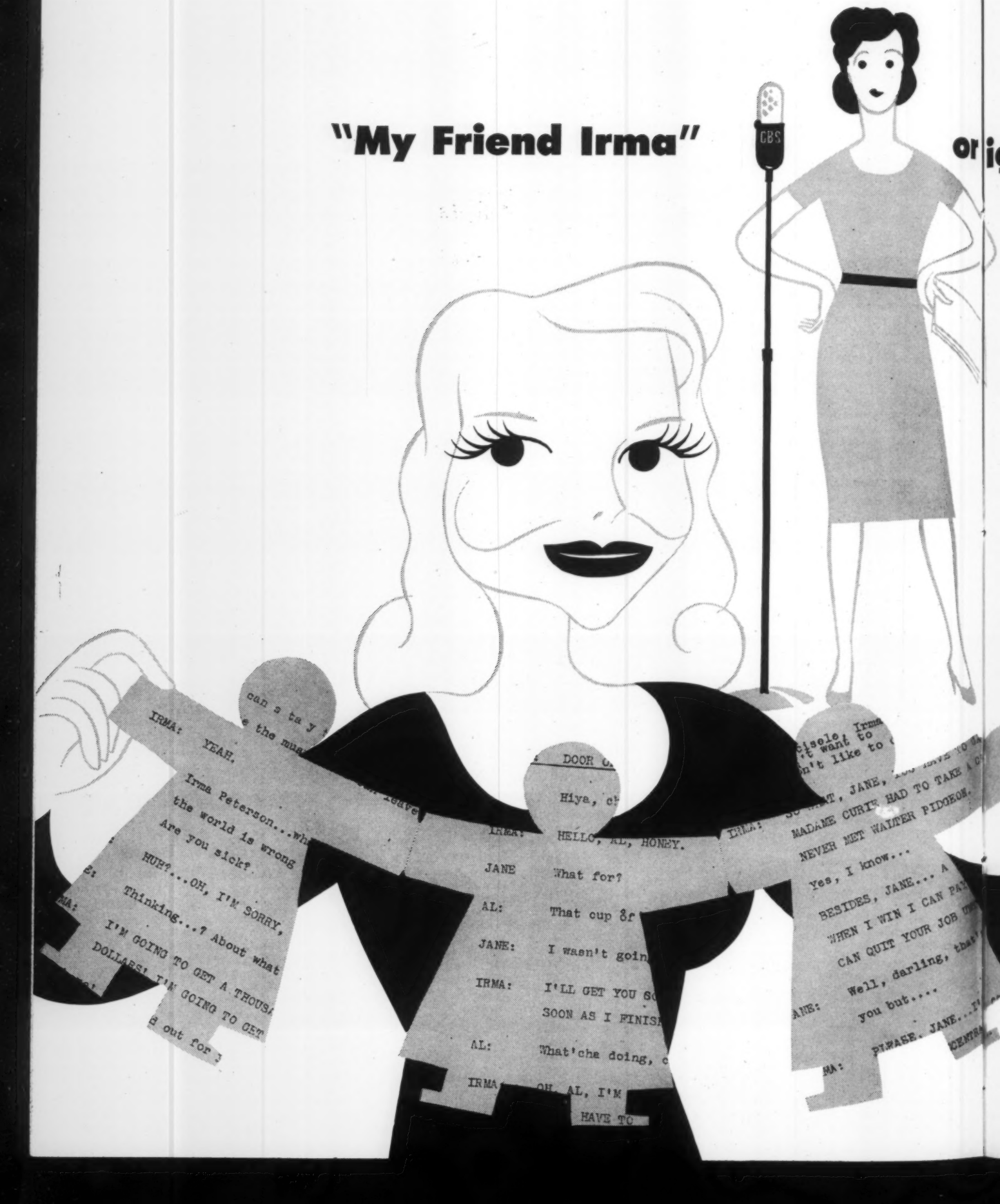
Mr. Worrall, the director of the Major Network of Australia, which has 16 newspaper-owned stations, also is past president of the Federation of Commercial Stations, the NAB counterpart in Australia. He was cabled by that organization while here on a business trip to represent it at the convention. He will make a full report to the Federation of business conducted at the sessions, setting forth in particular detail all the matters pertaining to the code of standards and practices, which is a matter now coming up for continually increasing discussion by Australian broadcasters.

McArthur Changes Mind About CBC Resignation

DAN C. McARTHUR, chief news editor of Canadian Broadcasting Corp., has withdrawn his resignation [BROADCASTING, Sept. 8], it was announced at Ottawa by Dr. Augustin Frigon, CBC general manager, on Sept. 12.

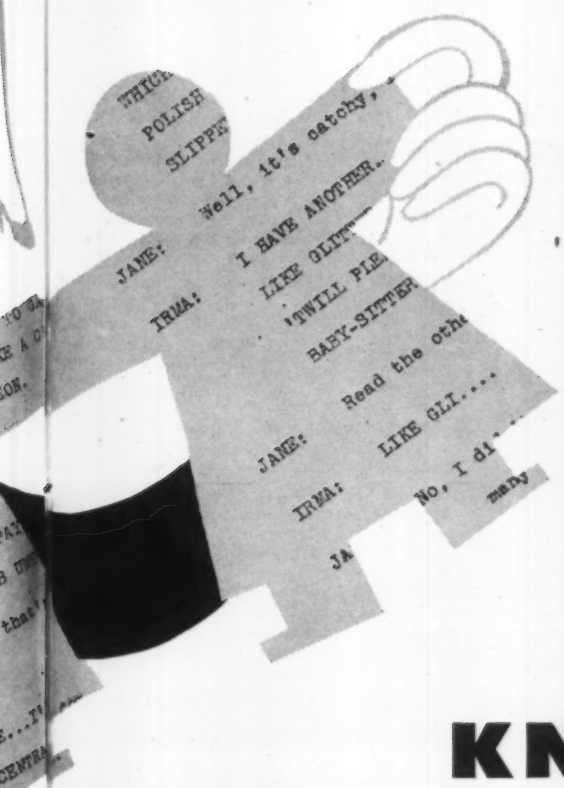
Following conferences between Mr. McArthur and CBC Chairman A. D. Dunton at Toronto, and another administrative conference at Ottawa difficulties in administrative red tape and creative programming were ironed out, resulting in Mr. McArthur's remaining with CBC.

"My Friend Irma"



or iginates at KNX

...so does Tom Hanlon's Sports Review



"Super colossal" is basic English among Southern Californians. Just as "super colossal" is basic radio at KNX. For at KNX – CBS in Hollywood – every local program gets the same lavish grooming as Columbia's transcontinental Big-Timers.

My Friend Irma and *Tom Hanlon's Sports Review* prove our point. *My Friend Irma* is Swan Soap's saga of two girls in blunderland . . . Irma, the gal with the lower case i.q., and Jane, the gal with the upper bracket ambitions. It goes coast to coast.

Tom's *Sports Review,* sponsored by Rexall Drug Company, is a full-color, fast-action roundup of sportsnews, sparked by Tom's brimful knowledge of sport's facts and fiction. It's a treat aimed at Southern California only.

But the same KNX production skills serve both shows.

If you want your sales message to be invited into Southern California's radio homes – see KNX. Our smoother, surer touch can give your *local* program network quality at single-station cost. Call us, or Radio Sales for "super colossal" sales results.

KNX *Los Angeles • 50,000 Watts*

COLUMBIA OWNED Represented by Radio Sales, the SPOT Broadcasting Division of CBS: New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

Show Goes On

CBS MEN who had heard about the serious auto accident in which Ivor Sharp, general manager of KSL Salt Lake City, was involved recently never expected him to attend the convention. But Mr. Sharp, unwilling to let his injuries stop him, surprised network executives by appearing for all sessions.

IRE Plans Meeting

INSTITUTE of Radio Engineers will hold its first Western Regional Meeting in seven years Sept. 26 to 28 in San Francisco. Registration is expected to be heavy. Registrants will represent every phase of radio engineering.

Why Non-Listeners Don't Listen Is NAB's Next Research Project

WHY DO radio's non-listeners not listen?

NAB's research committee was told by Research Director Kenneth H. Baker last Tuesday in Atlantic City that the answer to that question will be the goal of the department's next major project. A preliminary report on program will be presented at the committee's next meetings, scheduled this fall.

Hugh M. Beville Jr. of NBC, chairman of the subcommittee preparing the second national study of public opinion, told the committee that his group will submit its report next month, after another pretest of the interview schedule.

He said the schedule, now in its ninth draft, has been pre-tested twice in the field and reported that some of the applications in the schedule had been eliminated because it had become too long to be practicable.

Several proposals were discussed relating to NAB use of panels of families in various markets to determine the effectiveness of radio as an advertising medium. The assistance of C. E. Hooper of C. E. Hooper Inc., Eugene Katz of the Katz Agency, and Rodger Shearer of A. C. Nielsen Co. in these discussions was recognized by the committeemen.

Researchers

Research committee members include: Carl J. Burkland, WTOP Washington, chairman; Mr. Beville; Edward Evans, ABC; E. P. H. James, Mutual; Elmo Wilson, CBS; Dietrich Dirks, KTRI Sioux City; Earl Winger, WDOD Chattanooga; J. Harold Ryan, WSPD Toledo, and Mr. Baker. Guests included: Paul Sheatsley, NORC; Willard Zurflieh, NBC; Messrs. Hooper, Katz and Shearer; John Churchill, BMB; Hugh Terry, KLZ Denver; E. P. J. Shurick, Free & Peters.

1947 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,065	3,724	2,647	8,436
Listening Homes	399	723	855	1,977
Percent of Potential Audience	19.3%	19.4%	32.3%	23.4%
Distribution of listening homes among stations:				
KMLB	72.9%	68.0%	69.5%	65.8%
Station A	23.3%	25.3%	27.8%	26.0%
Station B	2.5%	3.9%	8.2%	5.5%
Other	1.3%	2.8%	3.5%	2.7%

Survey Periods: Monday through Saturday, 8:00 A.M. to 10:30 P.M. Monroe, Louisiana, June 1 through June 7, 1947
Sunday 12:00 noon to 10:00 P.M.

KMLB has more listeners than all other stations combined in Northeastern Louisiana!

For the fourth straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

AFFILIATED WITH AMERICAN BROADCASTING COMPANY
REPRESENTED BY TAYLOR • HOWE • SNOWDEN Radio Sales

5000 WATTS DAY — 1000 WATTS NIGHTS
KMLB
MONROE, LOUISIANA
J. C. LINER, JR., Gen. Mgr.

Exchange of Ideas Plan Is Introduced

NAB Public Relations Group Urges Quick Adoption

IMMEDIATE launching of an idea-exchange plan to effectuate "better public relations by radio on the community level" was recommended to NAB Public Relations Director Robert K. Richards last Monday by the Assn's. Public Relations Executive Committee.

The plan was outlined in a meeting of the executive committee at Atlantic City. Initially it will provide for the exchange of advisory messages between Mr. Richards, the 11 executive committee members, and the public relations chairmen in NAB's 17 districts. Designed to keep headquarters in closer touch with the progress of its public relations operations in the field, the plan involves distribution of printed forms, listing current departmental projects to the district chairmen and executive committeemen with a request for criticisms, reports on local acceptance, and suggestions for improvements.

The executive committee also adopted a resolution looking toward publication of a booklet of basic information about broadcasting. The booklet, which can be used as a teacher-aid, will be distributed principally among elementary and high schools and public libraries.

Present for the sessions were Gilmore N. Nunn, WLAP Lexington, Ky., who was attending his last session as chairman of the group in view of his elevation to the board on Friday; A. A. Schechter, Mutual; Craig Lawrence, WCOP Boston; Harold Wheelahan, WSMB New Orleans; James Le Gate, WIOD Miami; Richard H. Mason, WPFT Raleigh; Merrill Lindsay, WSOY Decatur, Ill.; George Crandall, CBS; William S. Hedges, NBC; Buryl Lottridge, WOC Davenport; Joseph Burwell, WMBS Uniontown, Pa.; F. Van Konynenburg, WTCN Minneapolis; William Wyse, KWBW Hutchinson, Kan.; Walter E. Wagstaff, KIDO Boise; R. B. Williams, KVOA Tucson, and Mr. Richards.

WFAA to Use New Unit

DATE set by WFAA Dallas to begin use of its new 50-kw transmitter is Oct. 1. Housed in the same building as the old unit near Grapevine, Tex., the new transmitter has air-cooled tubes in contrast to the previous water-cooled ones. The old transmitter, which has been used since 1930, will be retained as an auxiliary unit.

Program Promotion Needs Stressed

Executive of K & E Urges Local Station Support For Network Shows

By WILLIAM B. LEWIS
Vice President and Director of Radio
Kenyon & Eckhardt Inc.

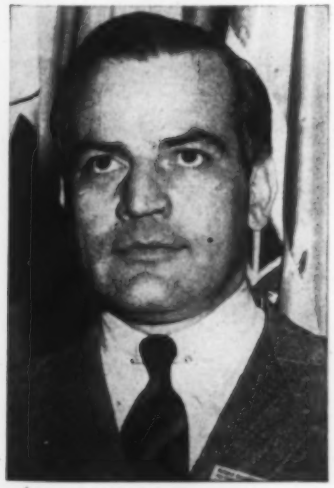
THE FORD MOTOR Co. last week picked up an entertainment check for 500 NBC station managers and promotion men at Atlantic City. It's not usual for a sponsor to treat station men to anything—usually it's the other way around. What the party demonstrates is that sponsors and agencies recognize the vast amount of good each local station can do our network programs. What it should mean to stations is that they may have to devote even more time and thought to program promotion just as a dollar-and-cents precaution.

Let us agree that network programs aren't the cream in the coffee to local stations. It's the spot announcements and transcriptions and local time sales which bring the bonuses on the year's operation. Yet, the same agencies which are responsible for network shows are responsible for much of the local timebuying. And when it comes to a toss of the coin between two stations, the agency publicity and promotion department is coming to have a say about the promotional value of a particular station.

Dealer's Interest Vital

This year, as you may have heard, clients are expecting a hard selling job. They are no longer content with having a program on the air. They like and expect the agency to provide a plus with promotion, publicity and merchandising.

When it comes to the latter, local stations are in a position to do their clients an essential favor. It is vitally important that dealers the country over develop an interest in the station which carries their program in their own territory. The station manager who exploits this fact will reap rich dividends both nationally and locally. He makes friends with both agency and sponsor and helps build himself additional business at home.



Mr. LEWIS

Letters from dealers to the home office describing details of station promotion on the local level are greeted with glee on the two levels. Not only is the station manager helping merchandise a particular product when he initiates or cooperates in these promotions; he is helping build a local friendliness toward radio which solidly backs the radio policies of his home office.

Lest station managers accuse me of putting undue emphasis on this portion of a station's operation, I'd like to make clear, without much fear of contradiction, that agencies need stations to back them up all along the line with program promotion. It's part of our job and part of your job to provide that promotion.

More and more stations are coming to us with special plans for promotion of some particular show which we handle. Those stations are going to reap the kind of reward which is most satisfactory in budget balancing—financial support. Stations can no longer sit on a fat wavelength and expect obeisance just for that fact. Any program that goes on the air these days has to pay off in plusses—and station promotion is a big factor in the final payoff.

Program Plans for WHUC Based on Questionnaires

COLGREN Broadcasting Co., Union Turnpike, Hudson, N. Y., is making plans to operate station WHUC (1230 kc, 250 w fulltime) to serve Columbia and Greene Counties. Program schedule is being planned by Paul Baron, formerly program director of KFMB San Diego.

Aimed at high standards of community service, WHUC's programming is being built around questionnaires which were recently answered by residents of Columbia and Greene Counties. Station is owned jointly by John J. Kearney and Robert Strokos.

2 MORE OUTLETS SIGN TO PAY FOR LISTINGS

NUMBER OF MIAMI stations paying for daily listing of their programs in *The Miami Herald* and *Miami Daily News* was increased to four this month, when WGBS, the CBS outlet, and WBAY (independent) followed the lead of the city's newspaper-owned stations, WQAM and WIOD, and entered into contracts with the *Herald* and the *News*.

In neighboring Miami Beach, the owner of WKAT, A. Frank Katzentine, reiterated his opposition to the policy of charging for program listings. Such listings, Mr. Katzentine believes, are a necessary public service, and he declared that "radio as a whole is faced with a serious problem if the independent stations agree to this new plan."

Policy of charging for publishing program information was inaugurated by the two Miami papers June 1 on the suggestion of Lee Hills, managing editor of *The Herald*.

AAAA's Big Names To Be at Yosemite

National Board Meeting Planned At Time of Pacific Meeting

MEETING of the national board of directors of the American Assn. of Advertising Agencies, planned to coincide with annual convention of the AAAA's Pacific Council, will bring some of the country's big names in advertising to the convention Oct. 12-15 in Yosemite National Park.

Mr. Cornelius

Included will be J. C. Cornelius, Minneapolis, chairman of the AAAA board and executive vice president of BBDO; Frederic R. Gamble, New York, president of AAAA; Thomas D'Arcy Brophy, New York, AAAA vice chairman and president of Kenyon & Eckhardt Inc.; Clarence B. Goshorn, New York, AAAA secretary-treasurer and president of Benton & Bowles Inc., and Melvin Brorby, Chicago, AAAA director and vice president of Needham, Louis and Brorby Inc.

Gen. Mark Clark will address the convention, according to Warren E. Kraft, Seattle, chairman of the Pacific Council. Other prominent speakers will be Henry Dreyfuss, industrial designer, and Dr. Ira Cross, economics professor at the U. of California.

In addition, Mr. Kraft states, leading style experts will tell women attending the conferences about future fashion trends and will demonstrate how style ads are created.

PACIFIC NETWORK HOOPERS

EVENING

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
1. The Whistler	6	Signal Oil Co.	Barton A. Stebbins Adv.	13.0	13.4	—0.4	2
2. This Is Your F.B.I.	6	Equitable Life Assurance Soc. of U. S.	Warwick & Legler	9.4	9.1	+0.3	14
3. Jack Paar Show	6	American Tobacco Co.	Foote, Cone & Belding	9.0†	--	--	--
4. Inner Sanctum	6	Emerson Drug Co.	BBDO	8.9	8.6	+0.3	21
5. Take It Or Leave It	6	Eversharp	Biow Co.	8.8	5.5	+3.3	66
6. Big Town	5	Sterling Drug	Pedlar & Ryan	8.8	10.2	—1.4	10
7. The Saint	6	Lever Bros.	Foote, Cone & Belding	8.6	--	--	--
8. One Man's Family	6	Standard Brands	J. Walter Thompson Co.	8.4	8.9	—0.5	16
9. Crime Doctor	6	Philip Morris & Co.	Biow Co.	8.4	11.0	—2.6	6
10. Meet Corliss Archer	5	Campbell Soup Co.	Ward Wheelock Co.	8.4	4.7	+3.7	87
11. Mr. District Attorney	6	Bristol-Myers Co.	Doherty, Clifford & Shenfield	8.3	8.7	—0.4	20
12. Dashiell Hammett's "Fat Man"	6	Norwich Pharmacal Co.	Lawrence C. Gumbinner Adv.	8.2	--	--	--
13. Warden Lawes' Crime Cases (2 mos.)	6	Trimount Clothing Co.	Wm. H. Weintraub & Co.	8.2	--	--	--
14. Adventures of Philip Marlowe	6	Pepsodent Div.-Lever Bros.	Foote, Cone & Belding	8.1	--	--	--
15. Three Views of the News (2 mos.)	6	Andrew Jergens Co.	Robert W. Orr & Assoc.	8.1†	--	--	--
16. Blondie	5	Colgate-Palmolive-Peet	William Esty & Co.	8.1	13.8	—5.7	1

† Includes second broadcast.

KRLD

THE ONLY FULL TIME
50,000-WATT STATION
IN NORTH TEXAS IS THE

Number 1 Station

IN DALLAS

COVERING DALLAS,
FORT WORTH AND
THE SOUTH'S NO. 1

1 Radio Market

1 NETWORK (CBS)
1 FREQUENCY (1080 Kc.)
1 RATE
1 REPRESENTATIVE

KRLD

The TIMES HERALD *Station*

TOTAL BMB DAY
692,670 Radio Families

THE BRANHAM COMPANY, *Exclusive Representatives*

TOTAL BMB NIGHT
842,560 Radio Families

JUNE • JULY HOOPER RATINGS FOR DALLAS

Tell the Story

TIME	Sets in USE	KRLD	STA. A	STA. B	STA. C	STA. D	STA. E
Weekday Morning Mon. thru Fri. 8:00 AM-12:00 Noon	14.1	**25.8**	22.7	20.8	18.9	5.3	3.8
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 PM	14.2	**20.2**	26.4	22.2	12.7	10.3	2.9
Evening Sun. thru Sat. 6:00 PM-10:30 PM	17.2	**31.4**	23.5	18.3	18.6		
Sunday Afternoon 12:00 Noon-6:00 PM	18.3	**22.9**	24.7	13.5	22.4	6.3	3.7
Saturday Daytime 8:00 AM-6:00 PM	11.6	**23.9**	18.7	14.8	17.0	10.9	6.8

Number 1 Station

KRLD is unquestionably your Best Buy, Day or Night—with its 50,000 Watts of Power; serving the Dallas-Fort Worth area—the greatest Radio Market in the *Entire South!*

KRLD

The TIMES HERALD *Station*

THE BRANHAM COMPANY, *Exclusive Representatives*

TOTAL BMB DAY
692,670 Radio Families

TOTAL BMB NIGHT
842,560 Radio Families

WJBO
BATON ROUGE, LA.
•
COVERS A
CAPITAL MARKET

Capital Coverage by WJBO

"BMB Station Audience Reports give WJBO 10-100% coverage in 32 of Louisiana's richest parishes with 80,000 radio families. These parishes include the areas of greatest industrial and agricultural activity within Louisiana."

★ Baton Rouge alone is
A CAPITAL MARKET of 113,000

(1) YOU CAN'T AFFORD to overlook BATON ROUGE, the governmental hub of Louisiana, the home of the State Capital and thousands of State employes with steady, above-average annual incomes.

(2) ONLY WJBO brings NBC programs into this lucrative, full-time market!

(3) PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!

(4) BATON ROUGE is the heart of Louisiana's most intense concentration of great industries and the hub of a huge agricultural area.

NBC AFFILIATE

WJBO
1150 ON YOUR DIAL 5000 WATTS DAY AND NIGHT
BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South
Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE
Represented nationally by: George P. Hollingbery Company
Los Angeles & San Francisco, Chicago, New York, Atlanta

BMI May Call on State Broadcasters Assns. to Help in Hunt for Talent

A NATION-WIDE search for new talent may be conducted by BMI, probably enlisting the aid of state broadcasters associations, BMI President Carl Haverlin told members of the Louisiana Assn. of Broadcasters at a breakfast meeting last Wednesday morning in Atlantic City.

He said the plans are in the formative stage but that informal discussions with two other state associations had brought encouragement for the project. The plan would call for contests for music writers, to be conducted on local and state levels with the winning entries competing in a national contest.

Meanwhile, the LAB, organized last March and chartered Aug. 11, authorized appointment of a committee to confer with the Louisiana Attorney-General in protest against the state's decision to levy a 1% use tax on stations purchase of out-of-state equipment and services —including transcription services. President James E. Gordon of WNOE New Orleans named Roy Dabadie of WJBO Baton Rouge, T. B. Langford of KBMD Shreveport, and Harold Wheelahan of WSMB New Orleans to join him on the committee.

The LAB now has 21 member stations, 16 of which were represented at the meeting. Officers besides President Gordon are Mr. Dabadie, vice president, and Fred Weber of WDSU New Orleans, secretary-treasurer. Breakfast guests included Chairman Charles R. Denny, FCC; Hugh Feltis, BMB; Mr. Haverlin; Kolin Hager and Vic Vickery, SESAC; C. E. Hooper, C. E. Hooper Inc; E. W. (Buck) Buckalew, CBS; Robert A. Schmid, Mutual; Easton Woolley, NBC and James Le Gate, WIOD Miami.

CCBS MEETS TO PREPARE FOR FINAL HEARING

GETTING READY for the final sessions of FCC's Clear Channel Hearings, members of the Clear Channel Broadcasting Service met last Tuesday at Atlantic City during NAB's annual convention to bring their plans and exhibits up to date.

Hearing, which will decide whether any clear chanels shall be broken down and whether power above 50 kw shall be permitted, gets under way Oct. 14 before FCC Comr. Rosel H. Hyde and any other commissioners able to attend.

Following representatives of CCBS member stations attended the meeting: Ralph Evans and Paul Loyet of WHO Des Moines; James D. Shouse, WLW Cincinnati; John J. De Witt Jr. and George Reynolds, WSM Nashville; Frank Schreiber and Carl Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Fritz Leydorf and R. Morris Pierce, WJR Detroit; George Cranston, WBAP Fort Worth; Steve Conley, Joe Baudino and George Haggerty, KDKA Pittsburgh; William Ray, WHAM Rochester; Victor A. Sholis and Orrin Towner, WHAS Louisville, and Louis G. Caldwell, of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, chief counsel of CCBS.

WORKING TOGETHER
Newspapers Recognize Public Service Intent of WVVW

RADIO HELPS newspaper advertising, maintains J. Patrick Beacom, president and general manger of Fairmont Broadcasting Co., which plans to go on the air Oct. 25 with a new 250-w fulltime station in Fairmont, W. Va.

WVVW, the new station, is carrying extensive advertising in the three local papers. In addition the papers have given considerable "free" publicity to the station, running front page stories about it.

It is news when a station breaks ground for its studio-transmitter on a hill which it intends to turn into a public park. The papers recognized both the public service intent and the news.

Mr. Beacom says, "Working hand in hand, local radio and local press can more profitably to both, build a bigger and better community and at the same time offer greater opportunities for public service and better entertainment."

WVVW hopes to go on the air with enough business "signed" to operate from the start in the black.

Lyon Campaign

LYON VAN & STORAGE Co., Los Angeles, concentrating on local programs in select Pacific Coast markets, on a 13-week basis, in mid-September started participation in *Mirandy* on KMPC Hollywood and *Totem Noon News* on KJR Seattle. Firm during week of Sept. 22 on a varied schedule starts using participation in *Clockwise Carnival* on KXL Portland; *Chuck Foster* on KTMS Santa Barbara; *Molly Morse* on KGB San Diego; *News* on KFBK Sacramento; *Homemakers Hour* on KMJ Fresno, with spot announcements starting Oct. 3 on KHQ Spokane. Lyon's also uses participation in combined *Sunrise Salute* and *Housewives Protective League* on KNX Hollywood and *Anne Holden* on KGO San Francisco. *Clyde & Slim* is being utilized four times weekly during Sept. on KXLY Spokane and on Oct. 3 shifts to *This Woman's World* on that station. Agency is Smalley, Levitt & Smith Adv., Los Angeles.

To you who HUNT IN the Dakotas!

When you come out to the Dakotas for your pheasant hunting, this Season—if you come within about 100 miles of Fargo, ask the "natives" these questions:

Where do you shop?
(They'll say in Fargo.)

What's your favorite station?
(They'll say WDAY, *six to one.*)

One big town in the center of a really rich farm area, served by one favorite station—that's *why* we've grown so tremendously in our 25 years!

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Article on WAKR Show Brings Dealer Queries

EDITOR, BROADCASTING:

We would greatly appreciate tear sheets of the fine article you ran in your Aug. 11 issue on the Akron Automobile Dealers Assn. and their public relations Wayne King show over WAKR Akron, Ohio.

It may interest you to know that, as a result of the appearance of this article in BROADCASTING, we are receiving requests from auto dealers in many parts of the United States for information on how this show is handled . . . information which we are delighted to pass on.

Robert C. Pearson
Jessop Advertising Co.
Akron 8, Ohio

* * *

WHBF Thinks They Have First 'First'

EDITOR, BROADCASTING:

We read with interest (BROADCASTING, Sept. 1, page 27) of the voice of a new-born baby going over the air at KTUL Tulsa, Okla.

WHBF believes they are the first to use such a "sound effect" on a daily program. (See BROADCASTING of July 14, 1947). Each month the voice, wail, squawk, cry or what would you, of the first baby born in a quad-city hospital is recorded and used as an opener for the WHBF *Rockaby Time* program.

As far as we know WHBF thus presents the youngest radio entertainers on the air.

Fern Hawks
WHBF Rock Island, Ill.

* * *

Think Before You Fire A Man, Salter Urges

EDITOR, BROADCASTING:

Most of the people who make their living in broadcasting are entitled to an even break just as anyone in any other field. It appears that a large percentage of announcers, engineers, writers, etc., strive for the day when they can expand and make a place for themselves in the business. Practically all start at the bottom and thru long hours and years of service, if they are half-way thrifty, are able to save up a little money, and naturally, the main interest is to invest it in some line of broadcasting. With all the new AM and FM stations going into service you'll find many names from the ranks of the employe.

Now here is where the hitch comes in. . . . Many employers, who have a very short memory, or through sheer jealousy that a subordinate might make a little money, immediately start swingin' the ax and the employe finds himself without a job. The tragic part is that perhaps he is up to his neck depending on those few months pay ahead in order to raise the needed cash. Now, many of you will say, there can't be much of this, with most of the executives coming up themselves the hard way, but, fellows, it is happening, and from some men you may know, such as one example I personally know of in Chicago. I am not one to be too much in favor of racketeer unions, but don't you think such narrow minded operation as the above, is one factor which would make them press just a little harder for protection?

I would like to suggest to employers that they use a little common sense before they fire the victim the minute they hear he owns a few shares of stock in some station application, or recording studio, etc. Just remember. . . . You had to get your start in business, too.

Russ Salter
Secretary-Treasurer
WAUX Waukesha, Wis.
WBEL Beloit, Wis.

* * *

WHHM Manager Praises Paul Minority Article

EDITOR, BROADCASTING:

I have just read your article in this week's BROADCASTING, titled "Pleasing the Minority Doesn't Pay."

I want you to know that I have never read an article in BROADCASTING or elsewhere that I endorse as wholeheartedly as this. . . .

If there is anything that gives me a pain in the stomach, it's to read where (of all people) a newspaper-man criticizes radio. Next in line, of course, are your college professors, congressmen, etc.

Personally, I think the article is a classic, and I am sorry that there aren't more like it in all publications every week. . . .

Patt McDonald
Manager
WHHM Broadcasting Co.
Memphis 3, Tenn.

[Editor's Note: Mr. McDonald refers to the article by Howard M. Paul, assistant continuity director of WLS Chicago, which appeared in BROADCASTING, Sept. 8.]

* * *

Clement Says Low-Cost Shows Desired by NAB

EDITOR, BROADCASTING:

We read with interest the letter of Julian F. Skinnell of WLBR Lebanon, Pa., in your "Open Mike" column in the Sept. 8th issue of BROADCASTING.

Unfortunately the story which he quotes in the Aug. 25th issue of BROADCASTING concerning the Rush Hughes *Song and Dance Parade* program which Keystone is presenting, failed to mention that the cost for each show, per sponsor, is $2.65, and that each show provides for five sponsors, thus the rate is five times $2.65 or $13.25 per show. When this matter was called to the attention of Mr. Skinnell, he quickly mentioned that this puts an entirely different complexion on the whole matter. No doubt Mr. Skinnell will be writing you to this effect.

Mr. Skinnell's reference to this deal constituting a pernicious practice is of course repudiated by the correction of rate. Also, Mr. Skinnell's suggestion that the NAB should abolish this practice if your story were accurate, is indeed difficult to understand. Even were the price $2.65 per show, it is to be recalled that the NAB conducted a vigorous campaign endeavoring to promote the idea of low cost transcription shows for small market stations in a series of articles last year in the official weekly reports of NAB. Various program companies including Ziv, Kasper-Gordon, and individual radio stations carried on considerable correspondence devoted to the subject of low cost, in fact two-dollar transcriptions. Therefore it would appear that the distribution of low cost programming is a matter highly desired by NAB, rather than a question which the NAB should endeavor to challenge and abolish.

It is generally known throughout the industry that the Keystone Network which has been relentless in its effort to adjust small market radio advertising costs to the proper level, and has continuously made available to its affiliates programs of economical cost, is consistently endeavoring to level off these costs commensurate with the proved coverage of the small market radio stations.

The enthusiastic response of small market stations to the Rush Hughes program and the widespread interest among national advertisers, have proved to date ample endorsement of the soundness and timeliness of this program plan originally reported in the Aug. 25th issue of BROADCASTING.

Arthur H. Clement
Station Relations Director
Keystone Broadcasting System
New York

* * *

New Figures Change Skinnell's Opinion

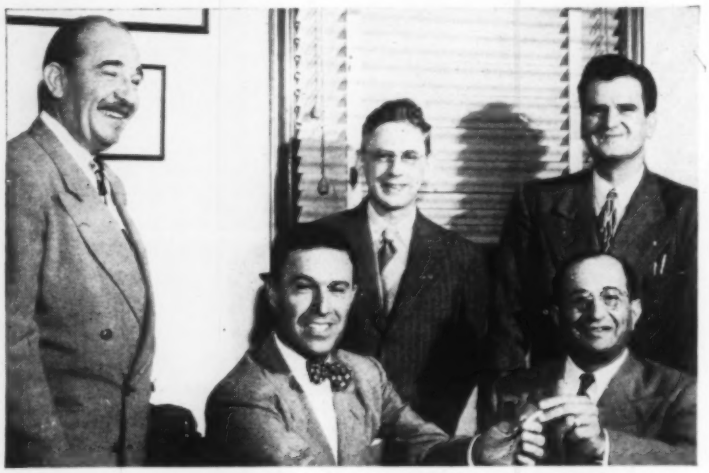
EDITOR, BROADCASTING:

In response to my letter in the Sept. 8 issue of BROADCASTING relative to the Rush Hughes show, Mr. Michel M. Sillerman, president of the Keystone Broadcasting System, has informed me that the article in a previous issue which prompted my letter was erroneously reported.

The article which appeared Aug. 25 reported that the Rush Hughes show would be "offered to prospective sponsors at a total cost of $2.65 per station per program." This seemed like a fantastically low figure for a program and so, doubting the accuracy of the report, I qualified my letter by asking the question, "Is this figure correct?"

Evidently my doubt was well founded as it is now revealed that

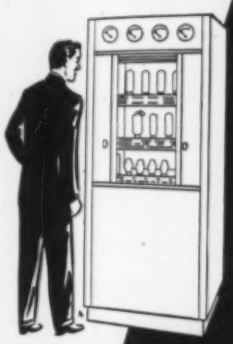
(Continued on page 62)



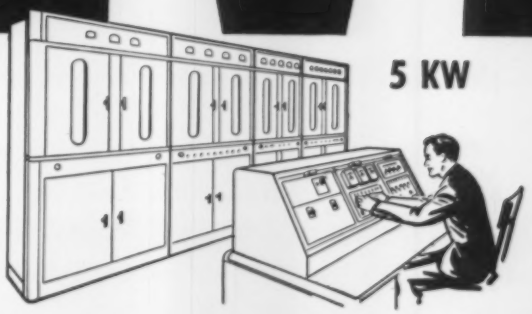
AUDIENCE PARTICIPATION show, *Cinderella Weekend*, will be heard over WBBC Flint, Mich., beginning Sept. 29 under sponsorship of Hamady Bros., owner of ten super food markets in Flint. Executives of station and sponsoring firm shown completing arrangements for the half-hour five-weekly show (heard at 9:30 a.m.) are (l to r): Standing—Eric V. Hay, WBBC sales manager; Ralph Brockway, Hamady promotion manager, and Robert L. Balfour, WBBC managing director; seated—John Lord Booth, president of Booth Radio Stations Inc., and Kamol C. Hamady, executive vice president of Hamady Bros. Features of show are daily prizes and presentation each week of a complete outfit to a "Cinderella" for an all-expense weekend in New York.

AM

250 WATTS



1 KW



5 KW

Your money's worth and MORE!

. . . in every power range

Through the years, the experience of hundreds of stations from coast to coast has proved that you get the most for your money in Western Electric transmitters.

You get outstanding design by Bell Laboratories—top quality performance—dependability—and rock bottom operating cost.

You will want these things in *your* new AM transmitter. Get full details from your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

50 KW

Western Electric

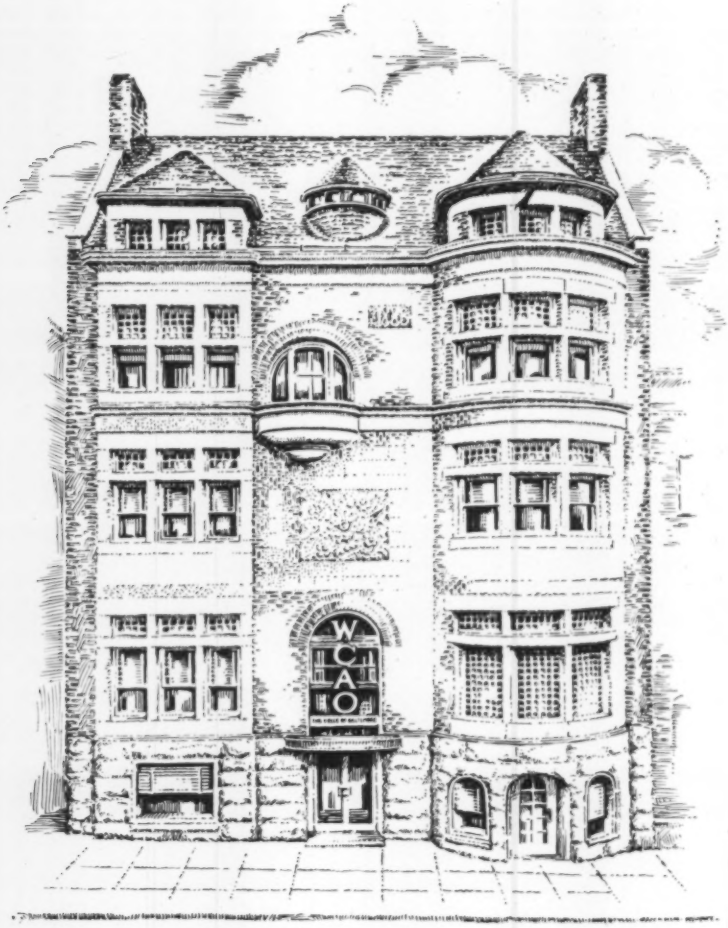
— QUALITY COUNTS —

Distributed by GRAYBAR
OFFICES IN 95 PRINCIPAL CITIES

WCAO

THE VOICE OF BALTIMORE

Announces the opening of its new modern studios



1102 North Charles Street

Baltimore 1, Maryland

Travertine marble, imported directly from Italy, harmonizes perfectly with the decorative color scheme of the new WCAO reception foyer.

Although completely modern, the new WCAO studios retain many touches of the past, as in this graceful stairway with its handsome, carved balustrades.

Like all of WCAO'S new broadcasting studios, Studio B is completely air-conditioned for the comfort of the radio talent and the studio audience.

The new home of WCAO, designed by the famous architect, Stanford White, has long been a Baltimore landmark. Now, completely modernized, it provides the finest type of facilities to bring WCAO listeners the outstanding CBS and topflight local programs that have, in the past, truly made this original Columbia Network station—"*The Voice of Baltimore.*"

The new master console in the control room, from which point engineers channel the daily flow of network and local programs. All new equipment embodies the latest developments in radio engineering.

CBS Basic Network • 600 kc.—5000 watts

Represented Nationally by the Paul H. Raymer Company

NAM Chief Urges Anti-Truman Stand

Calls for Vigorous Radio Opposition to Present Policies of U. S.

A FURIOUS political attack against the Truman and Roosevelt administrations and an unabashed solicitation of radio to take as stern an editorial position in opposition to present government policies as has his own organization were made Tuesday before the NAB by Robert R. Wason, chairman of the board of the National Assn. of Manufacturers.

Mr. Wason charged that Communism had pervaded not only the U. S. Government but even U. S. radio. He spoke at the invitation of the NAB.

The chief executive of the NAM had been asked to speak on "Radio, Guard Our Liberties." He departed from that subject, however, early in his talk—after suggesting that radio ought to expand commercials—and launched into a savage condemnation of the government. He asserted that:

(1) The nation, in the "14 years of our labor government," had been "conquered by the Marxist ideologies of Europe."

(2) Taxes, "an instrument of revolution," were reducing the standard of living.

(3) Marxism in the government had forced control of railroads by the Interstate Commerce Commission, control of airways by the Civilian Aeronautics Authority, control of labor by "government demands for wage concessions," control of farmers by parity prices and subsidies and control of radio "by wavelength licenses."

Mr. Wason further charged that America was engaged in a campaign to "rescue the authoritarian states of Europe" and that before spending more in that direction ought to "return to the American people the right to spend more of their own earned money."

After urging that America abandon government controls, Mr. Wason returned to the subject of radio.

'Alien Corrosion'

Although conceding that "radio in America is more free than elsewhere in the world," Mr. Wason inferred that it was suffering corrosion from alien philosophies."

"Confidence in the radio industry will be renewed and strengthened," he told the broadcasters, "when you make a public statement against Communists and fellow-travelers in your ranks."

Mr. Wason was not certain whether the Marxism which he thought abounded in U. S. radio was "government-inspired," came from radio's "own employes," or originated with the sponsors.

But he offered the reassurance that U. S. business would generously assist radio in expunging the Red menace from its air. "Both industry and commerce," he said, "will join you to restore freedom to the radio industry."

Radio, in turn, ought to ally itself with other industries in the campaign against present government policies, said Mr. Wason.

His solicitation of broadcasters to embark on a course of anti-government action was plain. He said:

"Radio should join with all other industries to restore freedom of competitive enterprise, to put an end to needless controls, price fixing, subsidies, government trade corporations, government loans and all other devices which result in restricted production, restricted production output, reduced efficiency, higher costs, allocated markets and other expressions of statism."

Sounds Note of Caution

Appearing on the NAB program preceding discussion of the proposed broadcasters' code, Mr. Wason sounded a note of caution.

He thought it desirable that program regulations be adopted to "protect the morals of children," but he strenuously advised against limitations on advertising practices.

"Defend at all hazards the commercials that you make," Mr. Wason warned. He foresaw that as an alternative to a bitter-end defense of unlimited advertising, radio would become "the servant of the government."

Mr. Wason appeared before the convention at a general session which was under the auspices of the Assn. of Women Broadcasters and in direct charge of Dorothy Lewis, AWB second vice president and coordinator of listener activities of the NAB. Ruth Crane, acting president of the AWB and WMAL Washington women's commentator and Mary Margaret McBride, WNBC New York commentator, also appeared on the program.

From Death House

A DEATH-CELL message from a condemned prisoner that the profits of crime were poor is believed to have established a precedent for the use of wire-recorder for radio. The statement was recorded from the prison cell of a 23-year-old condemned prisoner and was broadcast over WMAQ Chicago Sept. 9. The prisoner went to his death Sept. 12. Bud Thorpe, NBC-WMAQ newsman, obtained permission for the first broadcast of its kind in Chicago from the warden of the Cook County Jail.

WSIX-personal salesman for this market area

WSIX can be your personal salesman in the rich middle Tennessee Market. No need to route this salesman—just set up a regular schedule to sell the radio families in this area—and get your share of the 356 million dollars spent in retail stores. That's a market worth selling and WSIX can give you the effective, economical coverage you need!

Write for Convenient Tabulation of Market Data

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN-MUTUAL

5,000 WATTS • 980 KC

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

New! UNITIZED amplifier systems for recording

with plug in flexibility

Flexibility is the outstanding advantage of the *new* Fairchild Unitized Amplifier System. It includes 13 basic components which can be assembled in an endless number of combinations to meet the standard, special and changing recording requirements of schools, broadcasting and the professional recording industry. Related units are simply plugged in or cabled together. It's that easy . . . that quick!

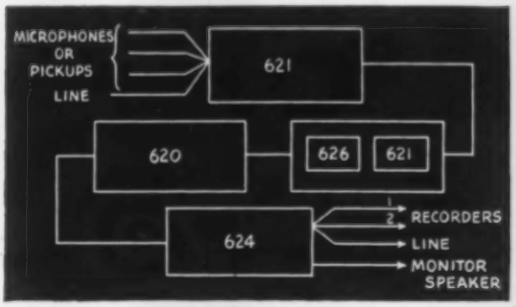
Fairchild's Unitized Amplifier System now makes it practical and economical to build highly individualized audio systems to satisfy all of the varied and changing requirements of the individual recording engineer. Further, the flexibility of the Fairchild system permits the units to be rearranged or the system to be expanded at will without obsoleting a single component.

Fairchild's 13 basic components have been especially designed by *recording* engineers to meet the specific requirements of the various types of *recording* systems.

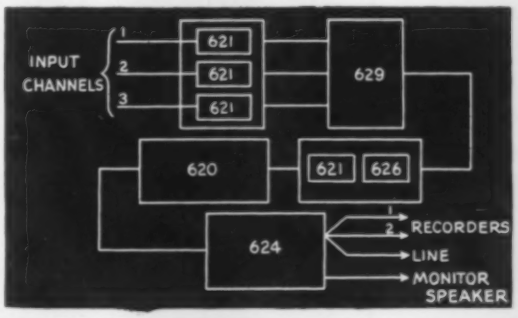
Unit 620 — Power Amplifier
Unit 621 — Microphone Preamplifier
Unit 622 — Pickup Preamplifier Equalizer
Unit 623 — Line Amplifier
Unit 624 — Output Switch Panel
Unit 625 — Input Switch Panel
Unit 626 — NAB Equalizer
Unit 627 — Variable Equalizer
Unit 628 — Diameter Equalizer
Unit 629 — Mixer
Unit 630 — VI Panel
Unit 631 — Bridging Device
Unit 632 — Auxiliary Power Supply

Study the typical setups shown on this page. Then set down your own requirements . . . select the basic units you'll need . . . assemble them for convenient panel board operation . . . or let us do it for you. How will your specific amplifier system perform? Professionally! Like all Fairchild Sound Equipment—it keeps the original sound alive. Precisionized mechanical and electronic skill is the precise reason.

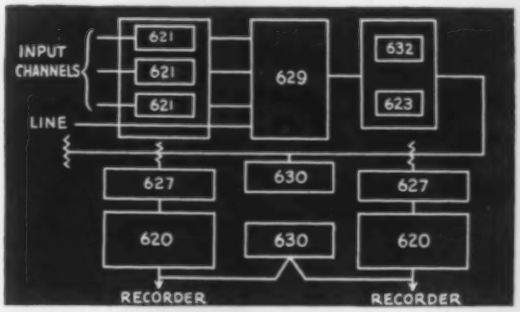
Want more details? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.



Single Channel Systems: for recording from a microphone or record or playing back from a pickup.



Multiple Channel Systems: for recording simultaneously through multiple input channels in conjunction with a mixer.



Dual Recording Channels: for recording simultaneously on two machines through dual channels with separate variable equalizers.

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

MAKERS OF: TRANSCRIPTION TURNTABLES, STUDIO RECORDERS, MAGNETIC CUTTERHEADS, PORTABLE RECORDERS AND LATERAL DYNAMIC PICKUPS

The Family Station

WARL

780 KC – 1000 WATTS

SUMMARY OF SURVEY BY ROBERT S. CONLAN & ASSOCIATES, INC.

	MORNING	AFTERNOON	EVENING	ENTIRE
Basic Calls	2,089	3,702	1,354	7,145
Listening Homes	401	673	412	1,486
% Of Potential Audience	19.2%	18.2%	30.4%	20.8%
Distribution of Listening Homes among Washington Metropolitan Stations				
WARL*	17.0%	16.1%	9.5%	14.5%
Station A	2.5	1.8	1.0	1.7
Station B (Network)	14.0	8.8	16.5	12.3
Station C (Network)	4.0	4.2	1.5	3.4
Station D	15.7	14.7	8.2	13.2
Station E	2.2	4.6	1.0	3.0
Station F (Network)	16.0	17.5	22.8	18.6
Station G (Network)	18.7	18.6	21.4	19.4
Station H	4.2	5.0	4.6	4.7
Other	5.7	8.7	13.5	9.2

ARLINGTON-ALEXANDRIA, VIRGINIA

*NOTE WARL'S RANKINGS
MORNING 2nd
AFTERNOON 3rd
EVENING 4th
ENTIRE 3rd

NATIONALLY PRESENTED BY BURN-SMITH CO., INC.

SERVING *Over* A MILLION LISTENERS FROM ARLINGTON VIRGINIA

WAYNE A. JOHNSON (second from r), president of Illinois Central System, checks the U. of Illinois football schedule with Bob Elson, Chicago sports announcer, who will do play-by-play of eight college games on WJJD Chicago under sponsorship of the railroad. L to r: Harold (Red) Grange, famed "Galloping Ghost," who will air color commentary for the games; D. J. Powers, account executive, The Caples Co., Chicago; Arthur Harre, general manager of WJJD; Mr. Johnston, and Mr. Elson.

Commissioner Durr Is to Hear Issues On Record of Rev. J. H. Smith's WIBK

TO INVESTIGATE among other things the accuracy of representations made to FCC in the securing of a new standard station (WIBK) at Knoxville, Tenn., by Independent Broadcasting Corp., owned chiefly by Fundamentalist Preacher J. Harold Smith and his wife, the Commission this Thursday (Sept. 25) will hold a hearing in the matter. Comr. Clifford J. Durr has been designated presiding officer.

Now an applicant for FM facilities in Knoxville, Independent Broadcasting was granted construction permit for 1 kw daytime on 800 kc last October. In July of this year it was granted modifications of that CP. FCC stated in its hearing designation that on the basis of information recently obtained that the record is not clear regarding the ownership, financing and proposed operation, therefore a hearing is in order upon the request for an AM license and the FM application.

Ownership Listed

According to the official record Independent Broadcasting is equally owned by Reverend Smith, president; his wife, Myrtice Rhodes Smith, secretary-treasurer, and Marvin L. Thompson, formerly with WGRC and WAVE Louisville. The Knoxville station was resolved as solution to the consistent refusal by outlets to sell time to the Fundamentalist group [BROADCASTING, July 29, 1946]. Instead time was offered free on rotation basis for religious broadcasts. The complaints of the Fundamentalist in this matter to the FCC, Supreme Court and House Committee on Un-American Activities had been coolly received.

In the original application for WIBK Reverend Smith refused to reply to a routine question concerning his income for the previous two years. He stated that if the information were pertinent a full statement, "which is to be held in confidence, will be furnished to the FCC on request."

The hearing this Thursday will investigate the following issues:

1. To determine the legal, financial, and other qualifications of the applicant, its officers, directors, and stockholders to construct and operate the proposed AM and FM broadcast stations.
2. To determine whether the statements and representations made in the various applications, documents, and reports filed with the Commission on behalf of the applicant by its officers, directors, and agents have fully and accurately reflected the facts concerning the ownership, operation, control, and financing of the proposed AM and FM broadcast stations.
3. To determine whether all contracts, obligations, undertakings, and agreements which have been entered into by the applicant or by its officers, directors, and stockholders, with respect to the ownership, operation, financing and control of the applicant corporation, have been reported to the Commission as required by its Rules and Regulations.
4. To determine whether the construction permit granted to the applicant corporation, or the rights and responsibilities incident thereto, have been transferred, assigned, or disposed of, directly or indirectly, without the consent of the Commission, under the provisions of the Communications Act of 1934, as amended, particularly Section 310(b) thereof.
5. To determine whether the applicant, its officers, directors or stockholders, in applications filed with the Commission, have misrepresented or failed to make full disclosure of the business, financial or other interests of the said officers, directors and stockholders, particularly with regard to the interest of J. Harold Smith in Station XERF, Via Cuna, Mexico, or any other foreign broadcast station.
6. To determine the type and character of program services proposed to be rendered and whether they would meet the requirements of the populations and areas proposed to be served.

NO MORE TORNADOES For ages, mankind has dreamed of controlling the weather. And surprisingly enough, contrary to Mark Twain's famous statement, we always have been able to do something about it, at least on a small scale. And now one of the most eminent of scientists, Dr. Vladimir Zworykin of the Radio Corporation of America, believes the day when we will be able to stamp out Tornados right at their birth perhaps is close at hand. One method is to spray artificial fog over the area. The sun's rays, reflected back from the fog, generates enough heat to create the desired updraft.

And just as scientists are making America a safer and better land in which to live, so we here at WSPD are looking ahead and seeking additional ways of serving our listeners even more effectively so that we continue to be the most desirable medium of advertising in N. W. Ohio.

Just ask Katz

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A JOINT INDUSTRY STATION

FMA Convention Maps Aggressive Year

Dillard President, AFM Showdown Plans Readied

EVERETT L. DILLARD, founder and president of the Continental (FM) Network, was elected president of the FM Assn. for the coming year by the organization's board of directors at FMA's two-day convention at New York's Hotel Roosevelt, Sept. 12-13.

Mr. Dillard, who was FMA vice president during the last year, is president of the Commercial Radio Equipment Co., and owner of WASH-FM Washington and KOZY Kansas City. A pioneer FM broadcaster, Mr. Dillard is a licensed engineer and has been in radio since 1919, despite the fact that he is now only 42.

In accepting the gavel symbolic of the FMA presidency from Roy Hofheinz, owner of KTHT and KOPY Houston, Mr. Dillard paid warm tribute to his predecessor and to the FMA executive director, Bill Bailey.

Seven new directors were elected to the FMA board: For three-year terms—E. J. Hodel, WCFC Beckley, W. Va.; William Ware, KSWJ-FM Council Bluffs, Iowa; E. Z. Jones, WHBB-FM Burlington, N. C.; David G. Taft, WCTS Cincinnati; Ben Strouse, WWDC-FM, Washington. For a two-year term—Thomas F. McNulty, WMCP Baltimore. For a one-year term—Morris Novik, Unity Broadcasting Co.

New officers, in addition to President Dillard, are: Mr. Ware, vice president; Mr. Hodel, secretary; Mr. McNulty, treasurer. Executive committee, headed by Mr. Dillard, has as members Mr. Taft, Mr. Jones, Mr. Strouse, C. M. Jansky Jr., of Jansky & Bailey, and Bill Bailey. Mr. Bailey was unanimously reelected executive director for another year.

A finance committee, first in the organization's brief history, was appointed, comprising: Mr. Strouse, chairman; Mr. Novik; Ted Leitzell, Zenith Radio Corp.; Frank A. Gunther, Radio Engineering Labs.; W. R. David, General Electric Co.; Mr. Ware; Mr. Taft.

Spirited Discussion

Most spirited discussion of the two-day meeting came during Saturday morning's business session following a proposal from the resolutions committee that the FCC be requested to hold a legislative hearing to determine the desirability of adopting a ruling that would prohibit stations from signing contracts with networks forbidding duplication of AM programs on FM stations. Proposal was explained as a way for FM broadcasters to let the networks know that they will not stand for any further agreements with the AFM or other unions, in writing or by oral agreement, prohibiting program duplication.

Mr. McNulty, WMCP, asked if this resolution did not invite the FCC to enter into program regulation, something which the broadcasting industry had fought vigorously. Ray Dady, KWK St. Louis, said the problem is not one of programming but of program distribution. Citing the disagreement among FM broadcasters as to the wisdom of program duplication, Mr. Dady urged them to keep in mind that while AM and FM may be temporary competitors the ultimate goal is the absorption of the AM system of broadcasting into FM.

Resolution Carried

Resolution was carried after an address by President Hofheinz, who left the chair to speak as a representative of "an AM network affiliate and an FM station programmed independently." Mr. Hofheinz said, if he should want to duplicate AM programs on his FM station under certain conditions, "I don't want to be barred from doing this by a contract between the networks and Petrillo." FM's future, he declared, depends on a "free opportunity to bargain and we don't want that limited by contracts between two parties with neither interested in the progress of FM."

The FCC has no authority over networks, Mr. Hofheinz pointed out, but it does regulate station operation and in that way the Commission can forbid a station from entering into an agreement with a network that would restrict duplication. The dual operator is not exclusively concerned with this problem, he stated, but it also affects the independent FM station which does not want to be barred from getting an AM program because it falls within the coverage zone of an AM affiliate.

Other resolutions approved with little debate, authorized a request to the FCC to assign channels in the 44-50 mc band for wide area relay purposes only; urged set makers to concentrate on low-priced FM sets and FM broadcasters to improve program content and to give more time to live programs; asked broadcasters and manufacturers to urge dealers to install special FM antennas with the sets they sell to insure better reception; authorized a request to the FCC to amend its standards of good engineering practice to protect Class B stations in Area 2 to the 50-microvolt contour.

Convention also officially expressed appreciation for the "patient, efficient and tireless efforts" of Roy Hofheinz and the other FMA officers and directors on behalf of FMA, and adopted a similar resolution of appreciation to Bill Bailey for his "remarkable performance as executive director." Group also voiced appreciation to William L. Barlow for his work as publicity director and expressed regret at the illness which kept him away from the convention.

Increase Directors

A motion to increase the number of FMA directors from 12 to 15 was passed after an extended discussion which resulted in a modification of the motion by eliminating its original requirements that nine directors be FM broadcasters, three be FM set manufacturers, two transmitter manufacturers and one engaged in services related to FM broadcasting, and prescribing the geographical distribution of the broadcaster members.

Membership also authorized the FMA board to fix an annual operating budget. The FMA auditing committee reported that during the period Nov. 20, 1946-Sept. 1, 1947, FMA had total receipts of $44,098.00, total disbursements of $39,779.50, and cash on hand Sept. 1 of $4,318.50.

Mr. Dillard speaking at FMA convention.

At a business session Saturday afternoon five FMA members were designated as a committee to meet with James C. Petrillo, at a time and place to be arranged by Rep. Carroll D. Kearns (R-Pa.), to attempt to negotiate a withdrawal of the AFM president's refusal to permit AM-FM music duplication. The committee's membership: FMA president Dillard, ex-officio chairman; Mr. Novik; Raymond F. Kohn, WMFZ Allentown, Pa.; Marion Clair, WGNB Chicago; Mr. Bailey.

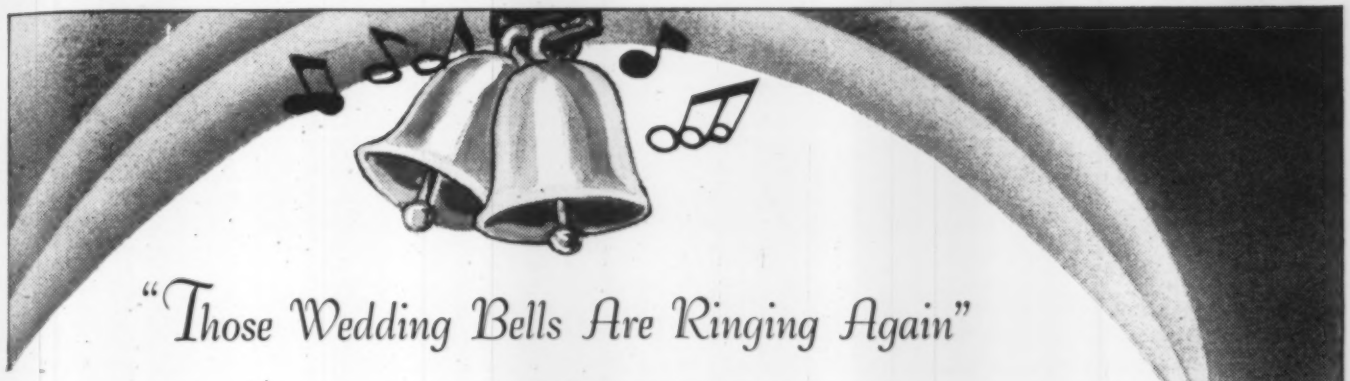
Kearns Offer

The offer to act as middleman between the FMA and the AFM was made by Rep. Kearns at a luncheon meeting the day before opening day of the conclave, which was attended by about 300 FM broadcasters. Speaking as chairman of the House Education and Labor Subcommittee and also as an AFM member and former broadcaster (Rep. Kearns at one time was program director of WHBH Edgewater Beach, N. J., now defunct) the congressman declared: "I don't want any individual or any group of individuals to keep an industry like this from doing business—that's restraint of trade . . . FM has a future and [Mr. Petrillo] must not obstruct it . . ."

Rep. Kearns also went on record as favoring friendly relations between FM broadcasters and Mr. Petrillo's union, and suggested that the AFM president might be amenable to a proposal that he permit duplication on a "probationary" basis of a year or until the infant FM industry was on a firmer footing. Rep. Kearns added parenthetically that he had seen no evidence that AM network broadcasters had conspired against FM, and declared, "I hope I will

(Continued on page 68B)

Maj. E. H. Armstrong, inventor of FM (second from l), receives scroll from FMA designating him as organization's first lifetime member. L to r: Commissioner Paul Walker, FCC; Major Armstrong; Roy Hofheinz, FMA's retiring president; Commissioner Clifford J. Durr, FCC; Rep. Carroll Kearns (R-Pa.). Presentation was made at FMA convention.



"Those Wedding Bells Are Ringing Again"

for the

Premiere of

"SECOND HONEYMOON"

on

WAAT

[970 ON YOUR DIAL]

Monday, September 22, 1947

[and every Monday through Friday thereafter from 10:30 to 11:00 a.m.]

"SECOND HONEYMOON"

is a

CHARLES KING RADIO PRODUCTION

sponsored by

L. BAMBERGER & COMPANY

NEWARK, NEW JERSEY

"One of America's Great Stores"

WAAT, NEW JERSEY'S FIRST STATION
INVITES YOUR LISTENING ATTENTION

Exceptions Are Filed in WOKO Case

Van Culer, Joseph Henry Protest Proposed Grant to Rival

EXCEPTIONS were filed last week to FCC's proposed decision for disposal of the 1460-kc facility of WOKO Albany, N. Y., denied a license renewal on hidden ownership grounds. Both Van Curler Broadcasting Corp. and The Joseph Henry Broadcasting Co., Inc. advised the Commission that they object to its proposal to grant the application of Governor Dongan Broadcasting Corp. for a new station at Albany on 1460 kc with 5 kw fulltime [BROADCASTING, Sept. 1].

The Commission's proposed decision was based almost entirely on the hearing examiner's recommended decision, the first of its kind since the final phase of the Administrative Procedure Act became effective June 11.

Van Curler, which long has contested the legality of FCC's inviting new applications in the proceeding after the initial record had been closed, stated in its brief that the proposed decision failed to give sufficient weight to the fact that Van Curler is a merger of three applicants. Van Curler pointed out that the three applications had been designated and set for hearing over its objections in November 1946 and since the hearing on the consolidated application "it was illegal and inequitable to reopen the record for consideration of newly filed applications." It was stated nothing prevented the new applicants from entering the proceeding before the Commission's specific invitation at the conclusion of the WOKO litigation.

Van Curler had petitioned the Commission for immediate disposal of its request for the WOKO facilities last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO. It was in April of this year that the Commission denied this petition in a memorandum opinion and invited new aplications to June 1 [BROADCASTING, April 14].

Others Are Filed

During this period Governor Dongan and Joseph Henry filed requests competitive to Van Curler.

Van Curler also claimed that FCC gave no consideration to the fact that two of the original applicants which merged were locally owned and that the present consolidated group contains "substantially more resident than non-resident stockholders." The brief further stated that of the three present applicants Van Curler was the better financed and for over a year has had $250,000 in cash on deposit to support its operations. This was contrasted with the $100,000 available to the proposed grantee, Governor Dongan. Van Curler stated also there was no assurance Governor Dongan would obtain an expected $25,000 bank loan or be able to raise additional funds through stock sale.

Van Curler concluded its brief with the statement that the FCC also failed to consider the "extraordinary extertainment experience of Van Curler and its programming possibilities." FCC's proposed decision placed much "stress on the local character of Governor Dongan stockholders," the brief said, "but it ignores the fact that those Van Curler stockholders not residents of Albany nevertheless have substantial business interests in the Albany-Schenectady community." In the management of these interests the non-residents "have necessarily become as familiar with local needs and desires as most, if not all, Albany residents," the brief continued.

Points to Reports

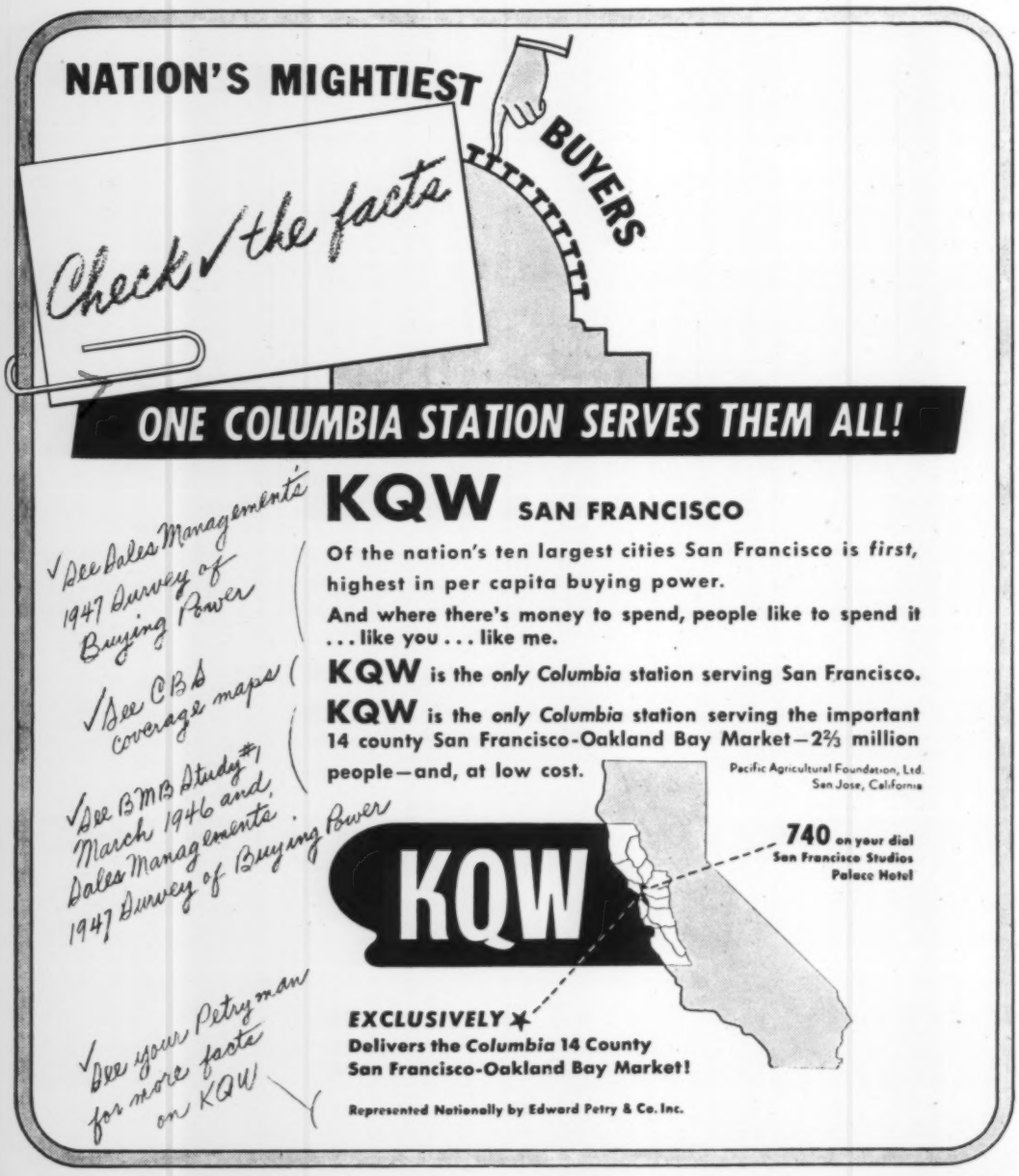
Requesting oral argument before a full Commission, Joseph Henry in its exception stated that numerous errors committed by the hearing examiner in his report fail to give its application the full and proper consideration to which it is entitled under law. The brief contended that the examiner's report goes to "unnecessary lengths to besmirch the characters of Raymond M. Curtis and Deuel Richardson to their great personal injury and to the detriment of Joseph Henry." Both Messrs. Curtis and Richardson had been associated with WOKO.

The brief said further that the hearing examiner's report does not treat the Governor Dongan testimony in the same manner as Joseph Henry and "fails to make findings

(Continued on page 46)

Lewis on KCNA

FORMAL announcements were mailed to 3,000 of Tucson, Arizona's top business and professional men notifying them that the Arizona Land Title and Trust Co. was now sponsoring Fulton Lewis, jr. on KCNA that city. The station said it believed that the program "will provide substantial assistance to Arizona businessmen in their vital task of keeping up with today's swiftly moving national economy."


NATION'S MIGHTIEST BUYERS
Check the facts
ONE COLUMBIA STATION SERVES THEM ALL!
KQW SAN FRANCISCO
Of the nation's ten largest cities San Francisco is first, highest in per capita buying power.
And where there's money to spend, people like to spend it ... like you ... like me.
KQW is the only Columbia station serving San Francisco.
KQW is the only Columbia station serving the important 14 county San Francisco-Oakland Bay Market—2⅔ million people—and, at low cost.
See Sales Management's 1947 Survey of Buying Power
See CBS coverage maps
See BMB Study #1 March 1946 and Sales Management 1947 Survey of Buying Power
See your Petry man for more facts on KQW
Pacific Agricultural Foundation, Ltd. San Jose, California
740 on your dial
San Francisco Studios Palace Hotel
KQW
EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!
Represented Nationally by Edward Petry & Co. Inc.

WHBQ MEMPHIS

We Hail Brand new Quid pro quo*

Webster says "quid pro quo" means 'one thing in place of another.'

WELCOME TO THE WALKER CO.
NOW REPRESENTING WHBQ IN
NEW YORK—CHICAGO—LOS ANGELES
MINNEAPOLIS — BOSTON — KANSAS CITY
SAN FRANCISCO — ATLANTA
TUXEDO JUNCTION AND WAY STATIONS

W. H. BEECUE

ORCHIDS TO RAMBEAU
FOR A SWELL JOB
THROUGH PAST YEARS

W H. BEECUE

Your Mutual Friend
Memphis, Tennessee

WHBQ

Represented by
THE WALKER CO.
NEW YORK—CHICAGO—LOS ANGELES—MINNEAPOLIS
BOSTON—KANSAS CITY—SAN FRANCISCO—ATLANTA

300 Attend All-Day NAB Program Clinic

Outler Says Chief Strength Is in Programming

KEYNOTING an all-day program clinic, a pre-NAB convention feature Sept. 14, John M. Outler, manager of WSB Atlanta, told more than 300 broadcasters that the chief strength of stations today is in their programming.

Mr. Outler was one of several broadcasters and programming experts who appeared on panel discussions. Others were: Paul Whiteman, musical director of ABC; Norman Cloutier, musical director of NBC Thesaurur, and Harrison Kerr, executive secretary American Composers Alliance, speaking on "Using Music."

Sydney M. Kaye, general counsel of Broadcast Music Inc., spoke on copyright laws and their application to broadcasting.

Robert Saudek, director of public affairs for ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Corp., were on a public service program panel moderated by Edgar Bill, WMBD Peoria, Ill.

In the afternoon session, dealing with farm program service, Herb Plambeck, WHO Des Moines, was chairman, and participants were John J. Gillin Jr., WOW Omaha; Harold Stafford, WLS Chicago, and Layne Beaty, WBAP Fort Worth.

The subject of selecting time for local programs and spots was covered by Ralph Hardy, KSL Salt Lake City.

UNDER CONSTRUCTION for KOAD (FM) Omaha is this $80,000 building which will house station's 50-kw transmitter. KOAD, owned by World Publishing Co., has been operating since July 1 with temporary equipment. Station's high efficiency antenna is now in use. When transmitter plant, costing approximately $250,000, is completed KOAD will radiate 380 kw.

AGENCY GLOBAL TREND SEEN

Pettingell Says Domestic and Export Aspects Of Sales Problem Closely Interwoven

"POSTWAR EXPERIENCE already has proved to advertisers that the domestic and export aspects of their sales problem are more closely interwoven than at any time in the past," Atherton Pettingell, president of Dorland Inc., said recently upon his return from a trip abroad. Arrangements were made during Mr. Pettingell's trip to set up an international plan board in the agency's London, Paris, Brussels and New York offices.

"There is a distinct trend today to the advertising agency that serves both domestic and export accounts," Mr. Pettingell continued. "With overnight air transportation to offices abroad, it is at least possible for an international plan board, working in all offices at the same time, to move at once to the solution of a client's problem.

Road to Prosperity

"It appears to me that all important advertising agencies will have to be global agencies in the not too distant future. We hope that all the big ones will follow our lead, and that is not pure altruism," he said. "The more good agencies that do so, the better chance for a well-founded international prosperity."

N. Y. Ad Club Announces Directors of Copy Clinic

COPY CLINIC of the advertising & selling course sponsored by the Advertising Club of New York will be directed by Walter A. Lowen, Walter A. Lowen placement agency.

The following agency men will be in charge at the various meetings: George L. Miller, vice president, Williams & Saylor; Alfred Eichler, copy director, Dancer-Fitzgerald-Sample; Vernon Welch, vice president and copy director of Geyer, Newell & Ganger; Henry O. Pattison, vice president and copy director, Benton & Bowles; Crane Haussamen, vice president and copy director, Laroche & Ellis; William E. McKeachie, vice president and copy director of McCann-Erickson.

Model Planes Televised

FORTY MODEL airplane builders exhibited their handiwork before the WFIL-TV Philadelphia television cameras Sept. 12 at 8:30 p.m., as a climax to the model airplane contest conducted by the local Warner Brothers and Paramount theatres. Program served as a test of the station's facilities, which inagurated its first regular program services Sept. 13.

WOKO

(Continued from page 44)

and conclusions required by the record to make a fair and impartial determination of the issues in this proceeding."

'Dearth of Facts'

The exception of Joseph Henry contends the examiner, recognizing "the dearth of facts in the record to substantiate" his conclusions, "relied upon unsound principles of law in an attempt to establish personal liability on the part of Curtis and Richardson for actions of WOKO Inc." and thus unjustly to disqualify Joseph Henry as a broadcast licensee.

Joseph Henry pointed out that 24 of its 25 stockholders will devote fulltime to the station. All of these are radio experienced (many now employed at WOKO and affiliated WABY Albany), are local residents and together own 55% of the applicant. These facts were compared to Governor Dongan with the statement that not a single stockholder of the proposed grantee "has had any managerial experience in radio, and not one of the Governor Dongan stockholders will devote his time exclusively to the affairs of the proposed station."

Says Report Erred

Joseph Henry further said the examiner's report erred in concluding that irrespective of the finding that the applicant were not qualified the same result would have been reached in a comparative consideration. Citing its considerable ownership-operation integration, Joseph Henry said it should be preferred in view of Commission precedent in such actions.

WOKO was to go off the air Aug. 31 but received extension to Sept. 30.

Twenty Years Later

IT'S BEEN said that history often repeats itself and Charles G. Burke is glad it did in his case. Mr. Burke, general manager of KFGO, which will get underway soon in Fargo, N. D., started out in 1928 as a salesman for WDAY Fargo. His first contract was with W. M. Swanston, who had just started in the auto painting business and was placing his first advertising. Now, nearly 20 years later, Mr. Swanston has become KFGO's first local advertiser and Mr. Burke is the salesman again. In the intervening years, Mr. Burke was with Free & Peters and was sales manager and director of operations at WJR Detroit, while Mr. Swanston now has a full-fledged garage business and is Nash distributor.

EXPERIENCE
IS THE BEST TEACHER

With a bow to the cigarette company which is currently using this slogan, may we point to the fact that for 22 years (10 years longer than our next oldest competitor) WDOD has been building programs for Chattanooga listeners. That long experience has taught us what they like and what they don't like and that's why every survey through the years has shown an over-all preference for WDOD programs.

CBS • 5000 WATTS DAY & NIGHT **WDOD** CHATTANOOGA, TENNESSEE

NATIONAL REPRESENTATIVES—PAUL H. RAYMER

'THE CRUSADERS'
Youth Movement on KTOK
—Showing Results—

THE INSPIRING youth movement afoot in Oklahoma City under the auspices of Rev. Walter Gilliam and Robert D. Enoch, KTOK manager, is already showing tangible results in the lowering of juvenile delinquency figures. There is also evidence of an immeasurable uplift in the children's outlook, witnessed by letters from civic, racial, religious and educational leaders throughout Oklahoma City.

From the seeds of an idea planted by Rev. Gilliam—a challenge to "Give boys and girls a worthy cause to arouse their loyalty and enthusiasm and you will have a finer, sturdier and cleaner generation"—Mr. Enoch began developing plans for a series of programs. *The Crusaders* emerged Jan. 5, 1946, as a radio vehicle which would bring together children of all religions, color and background.

Drawn from homes where there is every advantage, orphanages, juvenile delinquency areas, the children meet once weekly for the character-building program on which they sing, read passages from the Bible, enact plays, etc.

In addition to the program children attend Bible class one day a week during the school year, and also have softball, basketball and hardball teams. The singing groups among "The Crusaders" are invited to entertain at many civic organization meetings.

Before the program started, juvenile delinquency figures in Oklahoma City for 1944-45 were 444 truancy cases, 111 juvenile pick-ups and investigations, 735 juvenile court cases. Figures for 1946-47 show 256 truancy cases, 89 juvenile pick-ups and investigations and 691 juvenile court cases.

KTOK has just issued a booklet on "The Crusaders" to publicize the movement.

Shortwave-FM?

LINE-OF-SIGHT theory of FM broadcasting doesn't mean a thing to Ken Wright, organist at WKY-FM Oklahoma City. He's an artist and to him the mail is what counts. Mr. Wright has received a letter from a listener in Manila, P. I.—8,654 air miles away—who reports excellent reception of the daily organ show on WKY-FM, 3:30 to 4 p.m. The listener wrote, "Enjoy your program very much. Will you please play 'The Things We Did Last Summer'. I'll be listening for it." Mr. Wright has played the request and is betting two-to-one that he will hear from his Manila listener.

WHYN Aids

FACILITIES of WHYN Holyoke, Mass., were made available Sept. 3 to the 500-man posse and searching party for a two-and-one-half year old boy missing in the area. WHYN aired a mobile unit quarter-hour description from the general area of the search, interviewing many of the police, Boy Scouts and others aiding in the work. Shortly after the broadcast, word was received that the boy had been found and returned to his home. Station reports that the broadcast was well received, to the point of the local Army-Navy Store calling WHYN and offering free over-alls to all searchers.

PETER PAUL INC., Naugatuck, Conn. (candy bars), effective Sept. 22 for 52 weeks, sponsors Don Gardiner-News on WJZ New York, Mon.-Wed.-Fri., 7-7:10 a.m. Agency: Platt-Forbes, New York.

HONORING QUEEN of Wisconsin State Fair at start of his new NBC *Village Store* program for Sealtest is Jack Carson (second from left). Mr. Carson had previously crowned Joanne Ruetten, 17, at the fair. Gathered for initial broadcast are (l to r): James A. McFadden, radio director of McKee & Albright Inc., Philadelphia; Mr. Carson; Miss Ruetten; A. R. Stevens, sales manager of National Dairy Products Co.; Robert Redd, director of program.

They Say...

"Today 55 nations are beaming across their borders to foreign listeners a total of 4,275 radio program hours a week. This is 35 to 40 times the combined domestic output of our four national networks. Yet UNESCO so far has failed to grasp the importance of this key to the minds of men. During the last year, its action in the field of mass media has been hesitant and halting."

—*William Benton, Ass't State Secretary, in an introductory address before Chicago Council on Foreign Relations Sept. 12.*

BOSTON SYMPHONY ORCHESTRA returns to ABC this season on Oct. 14 at a new time, Tuesdays, 9:30-10:30 p.m. Dr. Serge Koussevitzky, musical director, will preside over most of the Boston Symphony broadcasts.

For Audience .. and BONUS Audience ... it's WTAG!

The Billboard CPS CONTINUING PROGRAM STUDIES

TOP BONUS—AUDIENCE DELIVERING STATIONS

On First 10 Daytime and Top Three Saturday Daytime Shows Based On December, 1946, Thru April, 1947, Hooperatings.

DAYTIME

Based on December, 1946, thru April, 1947, City Hooperatings and "Top 10" for June 1—7 Report

Program	Hooperating June 15th Report	City	Station	Five Month Rating
OUR GAL, SUNDAY	6.8	Worcester	WTAG	22.2
MA PERKINS (CBS)	6.4	Worcester	WTAG	19.7
ROMANCE OF HELEN TRENT	6.4	Worcester	WTAG	18.7
AUNT JENNY	6.0	Worcester	WTAG	13.9
YOUNG DR. MALONE	5.6	Worcester	WTAG	16.9

Total Bonus Audience: 63.7

Station, City and Power	Total Bonus Points Delivered Over National Averages (On Top 10 Daytime and Top Three Saturday Daytime Shows)
1. WTAG Worcester—5,000	63.7
[illegible]—5,000 Local Sunset [illegible] Night	34.3
	34.1
	30.8
	29.2
	29.2

When Billboard reviewed the Bonus Audience Ratings for the Top Ten Daytime Shows, CBS had five of them—including the first three. *In every one of these five, WTAG was the top audience delivering station!*

Some Outlets Excel Wooing Daytime Auds

WTAG 63 PTS. OVER AVERAGE

There's WTAG, Worcester, Mass., for example, a 5,000-watter which scores 63.7 points over the national average. Closest station to WTAG, ..., has a score of 34.3 bonus points.

When You Buy Time---Buy A Buying Audience!

WTAG WORCESTER 580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*

Affiliated with the Worcester Telegram & Gazette.

The "Air Theatre"

ONE OF WBAL'S

"NEW WORLD OF TOMORROW" STUDIOS

THE VERY BEST IN BROADCASTING SERVICE IS BALTIMORE'S RIGHT!

WBAL's

"New World of Tomorrow" Studios are now serving Baltimore with the greatest enlightening and entertaining programs in our history!

WBAL —50,000 WATTS—NBC AFFILIATE

"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

Editorial

Thought Food

THE SELF-REGULATION code was the all-consuming issue at the NAB convention in Atlantic City last week—on paper anyway.

Almost lost in the code's red heat were a succession of events and appraisals that are destined to have profound effect upon radio and where it goes from here. Two men who spend full time guiding radio's destinies from Washington vantage points but from opposite sides of the street provided the thought food. Two others, from neighboring nations, pointed to international complexities that could engulf our radio if not checked.

From left to right, these men were FCC Chairman Charles R. Denny, NAB President Justin Miller, Goar Mestre, vice president of the Inter-American Assn. of Broadcasters, and Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters. Their remarks are detailed elsewhere in this issue.

Mr. Denny, chairman of the three international telecommunications conferences in Atlantic City as well as of the FCC, packed his expected thunderous wallop, not entirely to the liking of his auditors. His code and Blue Book thrusts are the subject of an editorial on another page.

Mr. Denny traversed the broadcast spectrum for the 2,000 broadcasters. He warned newcomers of high costs of station construction. He cited survey figures showing that of the 249 postwar stations only half were breaking even or making a profit. He urged that applicants review their situations carefully lest they become enmired in red ink. He cajoled AM broadcasters again on FM, and predicted again that FM would replace AM. He painted a roseate picture of future multiple services on a single push-button set—10 programs perhaps in each city, giving the listener anything he wants anytime. He deplored the paucity of television stations but predicted wild-fire development if video is nursed through its expensive infancy. He sounded a clarion call to strengthen "The Voice of America"—international broadcasting—because of our position in world affairs.

Mr. Denny made good hard sense except when he spoke of the code and the Blue Book. He gave broadcasters something to ponder. His speech, most of it reprinted in this issue, is MUST reading.

Judge Miller, whose staunch and intelligent defense of radio in his two years at the NAB helm has won him unstinting and solid support, told his members in unvarnished words of their fight for survival. He said their fight for freedom is a long, tedious one. He rapped the FCC's abrogations of power, but lauded the greater harmony in relations with radio's regulators. He gilded no lilies in recounting the facts of radio life in our democracy in which insidious forces are fighting to gag our half-free radio through government domination, European style.

Mr. Sedgwick bespoke the ludicrous situation which obtains in his country, with the government-owned Canadian Broadcasting Corp. thriving by virtue of American network programs sent across the border. CBC, competing with private stations, gets needed revenue, and gets the ratings from the U. S.-originated shows. Food for thought in the fight for radio by the American Plan universally? We'll say so.

Mr. Mestre cited the pernicious proselytizing of BBC in Latin America, where BBC seeks ingratiation and favor to introduce state-owned systems by the European plan. He welcomed the full-fledged active participation of NAB and the CAB in the fight for free radio in our hemisphere. He evoked an awareness of the problem which probably heretofore had not been put over.

That is just a smattering of what transpired in Atlantic City, aside from the code. Every broadcaster has a lot of home work stemming from the convention. The code isn't the only issue. Nor is Petrillo. Both are lethal and immediate. But they are merely chapters in radio's book of progress, the conclusion to which won't be written until radio wins its fight for freedom.

What Now, Little Man?

WITHOUT fanfare or emotion the NAB Convention last Thursday girded for a finish fight with James Caesar Petrillo, if that becomes necessary. A resolution was adopted unanimously which held out the olive branch, but it was clutched in a mailed fist.

The resolution bids for constructive and amicable settlement by collective bargaining prior to the Dec. 31 and Feb. 1 deadlines set by Jimmy for cessation of recording and of network broadcasts. It calls for withdrawal of the ban on AM-FM duplication and for use of music via television.

Then, recognizing that such a solution may not be forthcoming, the NAB resolved that the NAB board create an all-inclusive joint committee, embracing FM Assn., Television Broadcasters Assn., transcribers and other interested organizations to take steps to "achieve a lasting solution of this problem." FMA board already has accepted the invitation.

That means all-out war, if need be. It means steps will be taken now to build and stow away a backlog of transcribed music to carry through any impending Petrillo "strike." It means that all radio proposes to stand up and fight.

In our Aug. 25 issue, we suggested such a course of action in somewhat more truculent fashion. The stakes are great. The time is short. Radio's spirit is right.

Broadcasters have had enough.

Wason Oil

THE NAB last week engaged—perhaps unwittingly—in a kind of programming which conscientious stations among its membership would never permit. The NAB regrettably violated an accepted ethical principle—the airing of two sides of any two-sided issue.

The NAB not only confined itself to one side, but also reinforced that minimum view with more than one of its protagonists.

Robert R. Wason, chairman of the board of the National Assn. of Manufacturers, addressed the convention Tuesday, and, as reported elsewhere in this magazine, his remarks were faithful to the attitudes of one of the biggest and most conservative business associations in the country.

James F. O'Neil, National Commander of the American Legion, spoke Thursday. The NAB could hardly have believed, in scheduling Mr. O'Neil, that his views on political questions would be at loggerheads with Mr. Wason's.

The imposition of any purely political discussion upon the already crowded agenda of the NAB was at best a piece of questionable programming. If indeed political talk is to be presented, it ought to encompass all shades.

Our Respects To—

GEORGE COFFIN JOHNSTON

WHEN Col. George Johnston entered radio over 20 years ago, with the purchase of WDBO Orlando, Fla., he brought with him a distinguished reputation in three careers—medicine, teaching and Army service—plus great charm, and a vision that the years have never dimmed.

His prestige is still increasing in radio. Just recently he completed construction of an elaborate set of studios in a modern building on Lake Ivanhoe in Orlando (see story on page 61). In addition he is also planning a powerful FM station that will almost equal the coverage of WDBO.

Col. Johnston was born in New Lisbon, Ohio, April 4, 1872, the son of a Presbyterian minister, a graduate of Princeton Theological Seminary. Col. Johnston's mother was among the early advocates of higher education for women, graduating from Oberlin College in 1859.

For two years George Johnston attended Washington & Jefferson College, and then went to Western U. at Pittsburgh. He was graduated from the Western Pennsylvania Medical College in 1895.

He practiced medicine in Pittsburgh for 25 years, taking an early interest in Roentgenology, the science of X-rays. In 1909 he was named president of the American Roentgen Ray Society. He was the first professor of Roentgenology in the U. of Pittsburgh, and was on the staff of seven hospitals in Pittsburgh.

With the outburst of World War I, he was commissioned a major and was set to work conducting a school which trained many physicians in the war usage of the X-ray. After a tour of duty in Washington he was later given charge of the training of men, obtaining of supplies, as colonel in charge of the division. He served under three surgeons general of the U. S. Army, Generals Gorgas, Ireland and Patterson.

At the close of the first World War he went to Florida, abandoning his practice and all his professional connections in Pittsburgh to take up residence in Orlando.

At that time WDBO was being operated by Rollins College. Col. Johnston bought out the station and has been running it ever since.

The colonel never misses an opportunity to put in a good word for the four men he refers to as "the boys that are running the operation." The boys are James Yarbrough, chief

(Continued on page 52)

fifty thousand people pay fifty thousand dollars for this

Pretty amazing and hard to believe . . . fifty thousand listeners each paying a dollar a year to find out what we're going to play on our programs of fine music.

Out of the WQXR-WQXQ audience of more than half a million music-loving families there is a nucleus of fifty thousand devoted listeners who reach into their pockets and pull out a dollar for this monthly 48-page listing of our programs.

A person's got to love good music to do that . . . got to be pretty devoted to the station that gives him such good music. When fifty thousand people feel that way about WQXR-WQXQ it really means something—particularly to an advertiser who knows that listener interest pays off in sales.

So when you want evidence of audience loyalty to a station, audience interest in fine music and, of course, audience purchasing power, think of the WQXR-WQXQ Monthly Program Guide and its 50,000 circulation. All the evidence is right there.

And it's a piece of evidence no other radio station in the United States can offer.

WQXR *and FM Station* **WQXQ**
The Radio Stations of The New York Times

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC
WASHINGTON, N. C.

1000 WATTS, 880 KC
CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Canadian Music Copyright Fees Raised; CAPAC, BMI Canada to Get $294,424

CANADIAN BROADCASTERS will pay $294,424.62 in music copyright fees to Composers, Authors and Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. under new agreements authorized by the Canadian Copyright Appeal Board, Ottawa.

CAPAC will receive an equal sum from both the independent broadcasters and the Canadian Broadcasting Corp., each paying for calendar year 1947 a total of $122,804.43, making a total for CAPAC of $245,608.86, an increase of $104,880. In addition, CBC pays $5,000 for use of CAPAC music for international shortwave broadcasting, an increase from last year's $3,000.

BMI Canada Ltd. receives from independent broadcasters $26,315.76 and from CBC $17,500 for fiscal year 1947-48. Last year BMI Canada Ltd. received a total of $17,591 from CBC and independent broadcasters combined.

Fees work out to 14 cents a licensed set for CAPAC and about 2½ cents a licensed set for BMI Canada Ltd., as compared to 8 cents a set for CAPAC last year and 1 cent a set for BMI Canada.

Copyright Appeal Board ruling is for one year only, but independent stations through Canadian Assn. of Broadcasters have made five-year agreement with both CAPAC and BMI Canada Ltd., so that fees are set for a definite term. CBC did not make a long-term agreement with either organization, but unsuccessfully fought increase in CAPAC rates before Copyright Appeal Board. This is the first time that CBC pays a sum equal to that of all independent stations.

Canadian broadcasters have been paying at the rate of 8 cents a licensed receiver to CAPAC and 1 cent to BMI Canada Ltd. since early in the war when Copyright Appeal Board set rates for the duration. Broadcasters are said to have felt that they would have to pay an increased rate in view of higher rates charged by CAPAC's affiliates in United States, Great Britain and Australia, and believe they have made a fair agreement at new rate, which works out so that independent stations and CBC each pay at rate of 7 cents a licensed receiver to CAPAC, and about 1¼ cents each to BMI Canada Ltd.

Respects

(Continued from page 50)

engineer, who has served WDBO continuously since 1926; Jack Pedrick, local sales manager, with the firm since 1935; Bill McBride, director of national sales who started off with the company as an announcer in 1930; and Harold Danforth, vice president, who was —as he terms it—"left over from the old Rollins College deal." Mr. Danforth has remained as engineer, announcer, then manager since the sale. He was serving as general manager until 1940 when he was called to active duty in the service.

When Mr. Danforth left for the service, Col. Johnston assumed managership of the station and has held the detail ever since, with Mr. Danforth as vice president. He is tremendously active in local affairs, and has twice been local commander of the American Legion, was president of the Orlando Chamber of Commerce and was first president of the University Club of Orlando.

Col. Johnston was also ordered to active duty in World War II, but age and physical condition precluded his serving again, and in February 1947 he was placed on the honorary retired list, with rank of colonel.

His most pleasurable relaxation is running his beautiful yacht, "Sunshine III," a 55-footer, on the St. John's River and the inland waterways of Florida.

A widower, his wife was the former Ida Davis of Pittsburgh. She died in July 1945. They have a daughter, Dorothy.

WHIRLWIND FINISH

KSFT Beats Dedication Deadline—Barely

KSFT Trinidad, Colo., dedicated its new studios on Labor Day—but only after a hectic few weeks in which, at the last moment, even invited guests pitched in to help put the new building in order.

Manager Don McCaig had planned the dedicatory ceremonies for Sept. 8, to coincide with the annual Trinidad Roundup. Then the Roundup Committee moved the date forward a week, which called for a marked speedup in KSFT's construction program.

The station's new home was spic and span when the first visitors arrived on the morning of Sept. 1. Only a few hours before, however, doors remained to be hung, venetian blinds were yet to be installed, monitors hadn't been wired, new stair steps were yet to be put in, and the piles of debris were waiting to be cleaned up. The staff—and even guests invited from Pueblo and Denver for the dedication—joined the workmen to get the job completed on time.

KSFT is an ABC affiliate operating on 1280 kc with 1 kw day and 500 w night.

MANAGEMENT

GERALD A. BARTELL, for ten years production director of WHA, noncommercial station in Madison, Wis., has been named president and executive director of **WEXT,** new station under construction at Milwaukee. **JOHN PRINTUP,** owner of Memorial Hour transcription package, has been appointed general manager and **ALBERT B. GALE** is station manager.

ROBERT C. WOLFENDEN, former general manager of WPUV Pulaski, Va., and with WDBJ Roanoke, Va. for 18 years, has been named general manager of WLOH, new station under construction at Princeton, W. Va. Mr. Wolfenden also is manager and a director of Mountain Empire Broadcasting Corp., applicant for new station near Marion, Va.

ED HENRY, formerly with KRIC Beaumont, Tex., has been named assistant manager and program director of KTRE Lufkin, Tex., new 1000-w station, soon to take the air on 1420 kc.

MARSHALL FIELD, publisher of the Chicago Sun and owner of WJJD Chicago; WSAI Cincinnati; KOIN Portland; and KJR Seattle, is subject of a book titled "The Marshall Fields—A Study in Wealth," written by John Tebbel, and published by E. P. Dutton and Co. Part played by radio industry is a sidelight of the book.

BERT H. SILEN, president of Manila Broadcasting Co. and general manager of KZRH Manila is in New York conferring with executives of NBC Spot Sales, U. S. representative of KZRH. Mr. Silen arrived in U. S. last week to attend NBC and NAB Conventions in Atlantic City, N. J., on Sept. 15.

AMON CARTER, president of the Fort Worth Star-Telegram and WBAP Fort Worth, Tex., is among the "best hatted men of 1947" on a Dallas hat designer's list.

FRANK BISHOP, director of KFEL Denver, has been appointed to represent the radio broadcasting industry on the board of directors of Denver Adv. Club.

GENE O'FALLON, general manager of KFEL Denver, has been appointed by Gov. Lee Knous of Colorado to serve as a member of Committee for Resources Development, recently organized by the state executive.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

PLANS FOR RADIO'S participation in the 1947 Community Chests of America campaign were laid at a luncheon meeting at New York's New Weston Hotel called by M. J. Roche (center), radio chairman for the drive and advertising manager of Lever Bros. Co. Among those present were (l to r): Bent Taylor, director of public relations for Community Chests of America; A. E. Foster, radio director of Lever Bros.; Eloise Walton, director of radio for Community Chests; Mr. Roche; Charles Ayres, Ruthrauff & Ryan; Miss Linnea Nelson, J. Walter Thompson Co., and Philip Cohen, of Sullivan, Stauffer, Colwell & Bayles. All are members of the Chest organization's 1947 campaign radio committee. All-network opening broadcast for the campaign is scheduled for Sept. 26.

WNBC LOOKS BACK TO 1922

Station's First Commercial Described Advantages Of Suburban Living, Lasted 10 Minutes

WNBC New York this month looked back 25 years—an eon in radio—to its first commercial broadcast and what it believes was the first commercial ever heard on the air. The date was Aug. 28, 1922, and the station was then known as WEAF.

The pioneer sponsor was the Queensboro Corp. and its message concerned the delights of suburban living, specifically those available at the realty firm's Jackson Heights, L. I., N. Y., apartment development. The "program," according to entries in the WEAF log for that date, was an unbroken 10-minute sales talk with no attempt at entertainment. WEAF's price for the 10-minutes was $100.

James Gaines, WNBC general manager, pointed out that in those pre-Hooper days there was no way of gauging audiences, but he guesses that the sheer novelty of airborne salesmanship may have drawn "five or six" listeners, at least for the first minute or two.

The Queensboro Corp., however, reported sales totaling several thousand dollars as a result of the experiment, and presently the Tidewater Oil Co. and the American Express Co. took similar plunges.

At current WNBC rates ten minutes of commercial time would entail the purchase of two hours of air time at about $1,200 an hour, according to Mr. Gaines. And the commercials, of course, could not run continuously.

But, he adds, today's WNBC sponsor could reach for his $2,400 a potential audience of 4,144,170 radio families, based on the latest BMB survey. And, unlike the Queensboro Corp. in 1922, he could give not only the price of his product on the air but a full description as well, with the assurance that more than 15,000,000 potential customers would be around to hear it.

Lorenzen & Thompson Inc. Entering Radio on Nov. 1

LORENZEN & THOMPSON Inc., New York and Chicago national advertising representative, effective Nov. 1 will enter the radio field, C. G. Shannon, vice president, announced last week.

James J. Devine, vice president of the firm, which maintains offices in nine cities, will head the new radio division in the New York office and Carlin S. French will be manager of radio operations in Chicago. Mr. French formerly owned and operated WTMV East St. Louis, Ill., and before that was an advertising executive of the Hearst newspapers in Chicago and New York for 15 years. On Oct. 1 the firm will announce stations it will represent.

Power Reduction

CONFORMING with initial grant conditions, modification of construction permit has been granted by FCC to KJAY Topeka, Kan., for reduction of nighttime power from 5 kw to 1 kw, operating on 1440 kc. Approval of directional array, installation of new transmitter and change of transmitter site was included. S. H. Patterson, permittee, had received Topeka grant on condition that he also divest himself of KVAK Atchinson, Kan., which he has sold to Albert Alvin Alamada subject to FCC consent. Mr. Patterson also is owner of KSAN San Francisco. He originally asked 5 kw fulltime at Topeka.

NOW . . .

WBOC

Salisbury, Maryland

1,000 WATTS 960 KC

For seven years industry leaders have regarded WBOC as a "model" station in the 250 watt class.

In moving up into the 1,000 watt class our objective is to maintain that recognized position, so we procured the

BEST MONEY COULD BUY IN

BROADCAST EQUIPMENT
ENGINEERING SERVICES
ARCHITECTURAL DESIGNING

As for programs, Conlan reports WBOC attains up to 91.7% of the audience—8:00 AM to 10:00 PM average of 56.3% . . . . Situated in an area of

236,125 POPULATION
$162,206,000 RETAIL SALES
$272,206,000 BUYING INCOME

One of America's Fine Stations

WBOC

Founded 1940 Day and Night

In beautiful Radio Park, Salisbury, Md.

John W. Downing, Pres. Chas. J. Truitt, Mgr.

Representatives: Burn-Smith Co., Inc.

Member Mutual Broadcasting System

AGENCIES

CHET GIERLACH, formerly with CBS and BBDO New York, has been appointed a director in radio department of Duane Jones Co., New York. Mr. Gierlach will produce and direct shows for agency, also continue to direct out-of-town "Hour of Charm" show on CBS through N. W. Ayer & Son.

EVELYN LYNN, former fashion account executive with Walter L. Rubens & Co., Chicago, has joined W. B. Doner and Co., Chicago, as radio director and account executive.

T. HOWARD BLACK Jr., media director of W. Earl Bothwell Inc., Pittsburgh, has been elected vice president of agency and general manager of the New York office, in addition to his position as media director. **H. B. TRAUTMAN,** former account executive in New York office, has been appointed head of all creative functions, with headquarters in Pittsburgh and **WILLIAM R. DAHLMAN,** who formerly handled part of Boyle-Midway account, has been named chief account executive for the account, with headquarters in Pittsburgh.

COIT O. COLBURN, former promotion writer for the Christian Science Monitor, has joined the staff of Daniel F. Sullivan Co., Boston.

CHARLOTTE PETERSON, formerly with promotion department of KFAB Omaha, has joined Harold E. Roll Adv., Omaha, as copy writer and secretary.

WILLIAM A. STUTTS, former assistant advertising manager of American Viscose Corp., New York, has joined the Cleveland office of Fuller & Smith & Ross Inc.

ELAINE NELSON, formerly with Franklin Bruck Inc., New York and Arthur Meyerhoff & Co., Chicago, has rejoined Arthur Meyerhoff & Co., as administrator of the agency's New York office, which will open in January.

MANNING, RUSSELL, HARRIS & WOOD Inc., San Francisco, Sept. 1 moved to larger quarters at 149 California St. Telephone: Exbrook 2-7938.

HELEN BLACK, former media director of Walter Swertfager Adv., New York, has joined Redfield-Johnstone, New York, in same capacity. **ANDREW ISAACSON,** formerly of Swertfager agency, has joined Redfield-Johnstone production department.

JAN H. H. MEYER, who has been with J. M. Mathes Inc., New York, since 1944, has been elected a vice president of the firm. He is also a senior account executive.

SELMA LEE is taking a year's leave of absence from the television department of William Morris Agency, New York. In Miss Lee's absence video assignments at the Morris Agency will be handled by **BILL MURRAY** and **SOL RADAM.**

HAYS MacFARLAND, president of MacFarland, Aveyard & Co., Chicago, addressed 11th annual Advertising Clinic at Kimball Hall in Chicago Sept. 15, on subject of opportunities in advertising. Clinic is sponsored jointly by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.

LESTER VAIL, producer-director with Young & Rubicam, New York, has resigned to join Dancer-Fitzgerald-Sample, New York as head of daytime radio effective Sept. 29.

JAMES P. NEWTON, merchandising technician of W. Earl Bothwell Adv., Hollywood, has resigned to re-join Western Family magazine.

RAYMOND L. SINES Adv. Agency, San Francisco, has moved to larger offices at 291 Geary St. and changed firm name to **RAYMOND L. SINES & Assoc.**

HARRY RAUCH, radio publicity director of Young & Rubicam, New York, is on West Coast to line up publicity on the General Electric "House Party" show and other West Coast agency properties.

HARRY ACKERMAN, vice president in charge of radio production for Young & Rubicam, New York, accepted chairmanship of radio activities for New York U. Bellevue Medical Center Fund. He will supervise all radio activities of the $15,575,000 appeal.

AL DURANTE, publicity director of J. Walter Thompson Co., New York, arrives in Hollywood Sept. 29 to oversee promotion in connection with start of new NBC "Kraft Music Hall" starring Al Jolson.

JAMES W. STAPLES, formerly head of his own Los Angeles agency, has joined W. Earl Bothwell Adv., Hollywood, as assistant to **NATE TUFTS,** West Coast manager.

BILL HUNTER, having acquired interests of his partner, **J. W. MILLIRON,** is now sole owner of Hunter Adv., Los Angeles. **RAY CORMIER,** account executive of Allied Adv. Agencies, Los Angeles, has shifted to Hunter Adv. in similar capacity.

ROBERT J. McANDREWS, audience promotion director of Young & Rubicam Inc., Hollywood, for fourth consecutive season, on Sept. 16 started weekly class in radio advertising for U. of California Extension Div.

FRANK A. WOOD, media director and space buyer of R. W. Webster Adv., Los Angeles, has resigned to join W. B. Scott Co., Long Beach, Calif. furniture company, as sales promotion and advertising manager.

ZEPHA SAMOILOFF BOGERT, account executive of Beaumont & Hohman Inc., Los Angeles, has shifted to Edward S. Kellogg Co., that city, in similar capacity.

WATSON BUEHLER, formerly of Western Adv., Los Angeles, and prior to that on copy staff of J. Walter Thompson Co., New York, has joined William Kester & Co., Hollywood, as copy chief.

MARIAN FAYE, formerly of Rodgers & Smith Adv., Hollywood, has joined Irwin-McHugh Adv., that city, as copy chief and account executive.

DONALD BREYER, account executive of Brisacher, Van Norden & Staff, Los Angeles, is the father of a girl born Sept. 7.

J. RAYMOND BELL, former director of advertising and public relations for Capital Airlines, has joined executive staff of Donahue & Co. Inc., New York.

FRANK DELANO, who has been with Young & Rubicam since 1933, has resigned to join Foote, Cone & Belding, New York, as an account executive.

MARC H. SEIXAS, director of media of Owen & Chappell, New York, has been elected a vice president of that agency.

Meyerhoff Plans to Open N. Y. Servicing Office

ARTHUR MEYERHOFF & CO., advertising agency with offices in Chicago and Milwaukee, will open a servicing office in New York in January of 1948, it has been announced by Arthur Meyerhoff, general manager of the agency. Purpose of the new office said Mr. Meyerhoff, would not be to expand business in the New York area, but to serve the growing need for a contact point on behalf of the agency's clients.

Concurrently it was announced that Elaine Nelson, formerly with the agency, would serve as administrator of the New York office when it opens. Until then Mrs. Nelson will work in the Chicago office in connection with accounts and also on copy duties.

BOSTON U. has created a Div. of Radio and Speech Education in its School of Public Relations, to offer training under actual radio conditions. New division is headed by Prof. Samuel B. Gould, director, and staff members of various local stations have been employed as part-time instructors.

Something to Crow about!
$52,000 worth of business
from $1300 worth of announcements
on CHANTICLEER!
That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!
Chanticleer
6:15-7:00 a.m. Monday through Saturday
WGY Schenectady, N. Y.
GENERAL ELECTRIC

GETTING ACQUAINTED
Radio Sales Group Familiarizes Itself With WRVA

TO FAMILIARIZE themselves with operations of WRVA Richmond, Va., which CBS Radio Sales begins representing effective Oct. 1, 28 Radio Sales employes from all over the country traveled a total of 22,000 miles recently in order to spend two days at the station.

Both station and Radio Sales staffers got together in a series of prepared lectures, exhibits and subjects for open discussion. The Radio Sales account executives, research, promotion and availability specialists listened to and attended each WRVA program in order to be familiar with the station's programming.

A Radio Sales photographer covered the two days activities and the pictures were flown to New York. The following weekend a promotion piece was prepared, using these pictures, and distributed by Radio Sales to prospective clients for WRVA from Chicago east.

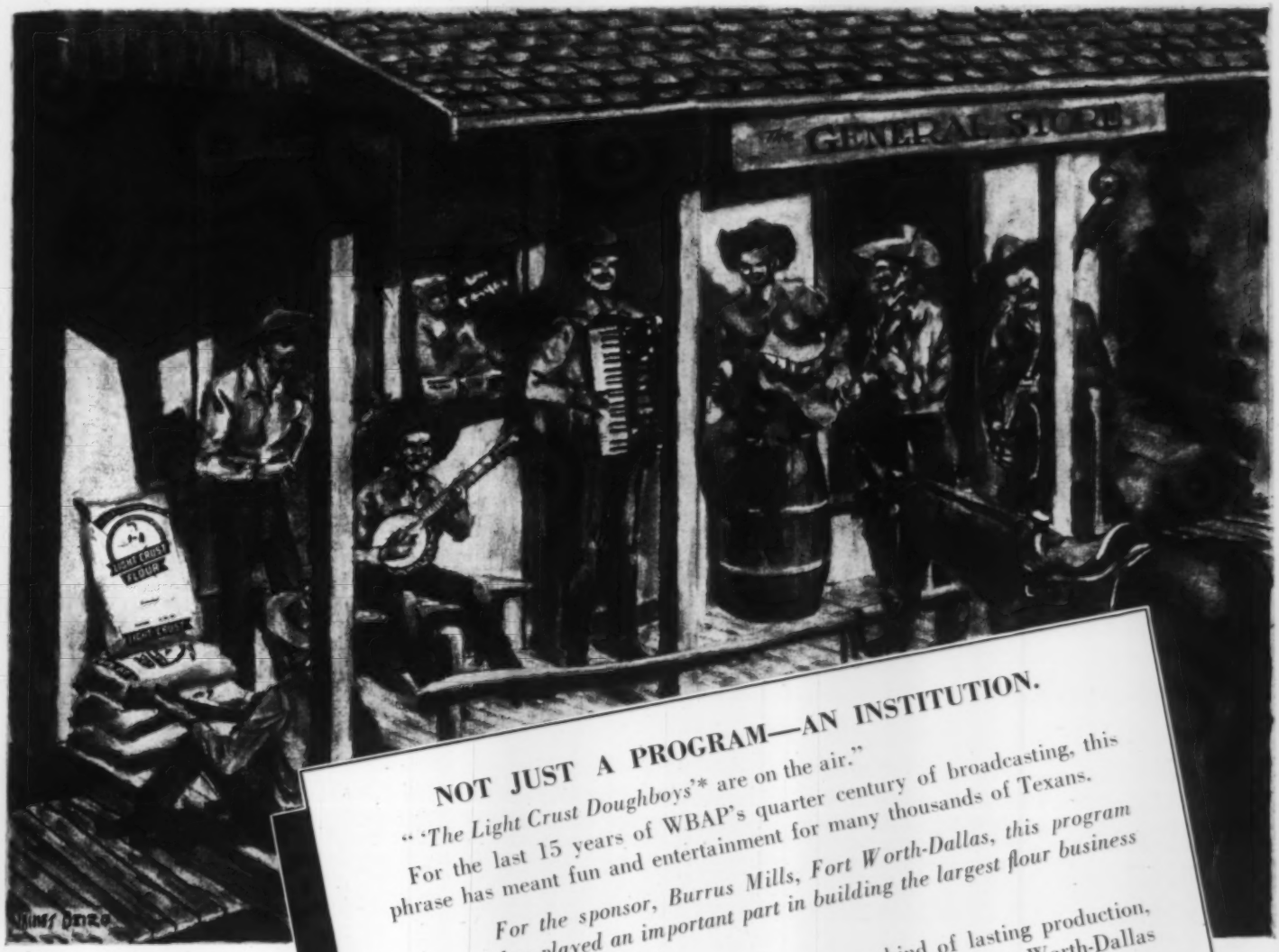
* * *

TOUR of the Richmond tobacco plant of Larus and Bro. (Edgeworth tobacco) was one activity of the two-day visit. WRVA is owned by Larus and Bro. W. T. Reed Jr. (r), president of Larus and Bro., explains points of interest to J. L. Van Volkenberg (center), general sales manager of Radio Sales, and C. T. Lucy, WRVA station manager.

TBA Problem Solved

ERNEST A. MARX, chairman of the executive committee of the Television Broadcasters Assn., last week announced the dissolution of the TBA's subcommittee on apartment house television antennas. "As a result of the subcommittee's efforts . . . the problem [of providing master video antennas for apartment houses in New York] has now been solved . . . Some of the largest real estate organizations in New York City are advertising apartment houses with television master antenna systems which will be ready later this year," Mr. Marx said.

The LIGHT CRUST DOUGHBOYS



NOT JUST A PROGRAM—AN INSTITUTION.

"'The Light Crust Doughboys'* are on the air."

For the last 15 years of WBAP's quarter century of broadcasting, this phrase has meant fun and entertainment for many thousands of Texans.

For the sponsor, Burrus Mills, Fort Worth-Dallas, this program has played an important part in building the largest flour business in the Southwest.

For you, there is a program with this same kind of lasting production, coverage and loyal listeners . . . . in this same, rich Fort Worth-Dallas market . . . . on this same WBAP-820. Ask Free and Peters.

*Broadcast Monday thru Friday 12:30-12:45 PM, fed to the Texas Quality Network.

Placed with WBAP-820 by Tracy-Locke Co., Inc., Dallas.

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. Harold Hough, Dir. George Cranston, Mgr. Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. *National Representatives*

Fort Worth:	Detroit:	Atlanta:	San Francisco:	Chicago:	New York:	Hollywood:
Star-Telegram Bldg.	3463 Penobscot Bldg.	322 Palmer Bldg.	58 Sutter	180 N. Michigan	444 Madison Ave.	6331 Hollywood
3-1234	Cadillac 4255	Main 5667	Sutter 4353	Franklin 6373	Plaza 5-4130	Hollywood 2151

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Mark

Commercial

WINSTON KIRBY, formerly in charge of promotion for ABC spot sales, has been appointed an account executive in that department and **WALTER DUNN,** who is in charge of exploitation for WJZ New York, in addition, has been appointed promotion manager for ABC spot sales. Mr. Dunn will be assisted by **THELMA SIMONI,** who has been named assistant promotion manager for ABC spot sales. Mr. Kirby succeeds **ROY HALL,** who resigned to join staff of CBS radio sales division.

WILLIAM J. DOOLEY, formerly with sales staff of WBBM Chicago and recently with WKLX Lexington, has joined sales staff of WIND Chicago.

HOWARD L. BROOKS, former general manager of WINR Binghamton, N. Y., has been appointed sales representative for WCON, new 5-kw station on 550 kc under construction at Atlanta, Ga. Mr. Brooks also has had five years experience in sales capacity.

HAROLD E. SHEFFERS, formerly with WOL Washington for ten years, has been appointed sales manager of WTTG Washington, DuMont video station. Mr. Sheffers previously was with commercial department of WEAN Providence, R. I.

HELEN K. MOBBERLEY, national sales manager for WWDC Washington, has been named editor of the "Ad Clubber," Washington Adv. Club's publication, with **HERMAN PARIS,** WWDC salesman, is an associate editor.

WHIZ Zanesville, Ohio, has appointed The John E. Pearson Co. as national representative.

WMLO Milwaukee, has appointed Forjoe & Co. as national representative.

GRANT POLLOCK, former sales manager of KSMO San Mateo, Calif. and previously with WINC Winchester, Va., KSFO KFRC and KPO San Francisco, has joined KGO local sales and ABC Spot Sales in San Francisco. He replaced **VINCE FRANCIS,** recently appointed ABC network sales representative in San Francisco [BROADCASTING, Sept. 8].

EDYTHE ALEXANDER, assistant auditor, has taken on additional duties of commercial traffic manager of KMPC Hollywood.

RALPH NARDELLA, former commercial manager of WOV New York, has joined WHOM New York, as executive assistant in charge of sales.

ALLEN LaVINE has been appointed commercial manager of KVVC, new 1-kw station on 1590 kc which expects to begin operations at Ventura, Calif. Oct. 1.

AL KLENMAN, of the engineering staff of CKWX Vancouver, has been transferred to the sales staff of CKWX.

ALEX JOHNSTON has joined commercial department of CKEY Toronto.

DOROTHY FANNING has joined KCMJ Palm Springs, Calif., as traffic manager. She succeeds **FRANCES NUNAN,** resigned.

McGEEHAN AND O'HARA Inc., has been appointed national representative for WLHN Laconia, N. H., and **KETTELL-CARTER** has been appointed by WLHN as station representative for New England and New York state.

DONALD COOKE Inc., New York has been appointed radio representative for WCOM Parkersburg, W. Va., WTIK Durham, N. C., WVOK Birmingham and WGAD Gadsden, Ala.

OWEN L. JOHNSON, former promotion and merchandising manager of KTSA San Antonio, has been transferred to the sales department of that station.

WENDELL BRAKEFIELD, chief announcer of WIZE Springfield, Ohio, has transferred to sales staff of that station and **DOROTHY GOODSON** has joined the accounting staff.

ALFRED M. ORME, account executive of WEAM Arlington, Va., has been named publicity director of the Fairfax County (Va.) Community Chest.

WINSTON S. DUSTIN, former commercial manager of WSM Nashville, has joined Brandau Craig Dickerson Co., that city, lithographers and printers.

WILLIAM NICHOLS has joined KFRC San Francisco, as account executive.

Rexall Drug, Ayer Sued On Charge of Plagiarism

REXALL DRUG Co. and N. W. Ayer & Son, agency servicing account, have been named co-defendents in a $200,000 plagiarism suit filed in Los Angeles Superior Court by Jack Rourke Productions, Hollywood.

Suit charges that *Dan Carson, Corner Druggist*, summer replacement of Rexall, is a copy of *Christopher Strong, Corner Druggist*, submitted by Rourke to the agency and client several months before selection of program was made. Complaint further declares that Pat O'Brien, star of the summer series also had been stipulated as male lead in the Rourke presentation.

United States Delegates Heard From UN on ABC

U. S. DELEGATES to the UN General Assembly began thrice-weekly personal reports on the assembly sessions on ABC's *Headline Edition* program on Sept. 17, 7 p.m. The reports will be heard every Monday, Wednesday and Friday throughout the assembly sessions.

WMCA New York, in cooperation with the UN is now presenting *UN General Assembly*, a series of programs heard Mondays through Fridays, 10:45-11 p.m., reconstructing the day's important events on the floor of the assembly chambers. The broadcasts are assembled from recordings of the debates.

RADIO RECEIVING SET sales have nearly doubled in Canada for the first half of 1947 over first half of 1946, according to a report of Dominion Bureau of Statistics, Ottawa. Sales in period in 1947 were 379,091 sets compared to 226,996 sets in first half of 1946.

ADD WICHITA U.'S GAME TO STANDARD'S SERIES

STANDARD OIL CO. (of Indiana), which already had revealed an extensive program for sponsoring broadcasts of intercollegiate and professional football games this fall, last week announced an additional schedule of broadcasts to be carried on KANS Wichita. Company will air Wichita U. games.

Standard also has disclosed it will sponsor broadcasts this winter of Indiana and Iowa boys' high school basketball championship games. Indiana contests will be aired on WIRE Indianapolis and WBOW Terre Haute, and Iowa games on KGLO Mason City.

Previously announced schedule includes games of U. of Colorado on KOA Denver; U. of Iowa on WHO Des Moines; U. of Michigan on WJR Detroit; U. of Nebraska on WOW Omaha, KODY North Platte and KOLT Scottsbluff, Neb.; U. of Minnesota (away from home) on WCCO Minneapolis, and the Chicago Bears (professional), including playoff or championship games, on WIND Chicago, WQUA Moline and WDZ Tuscola, Ill. In addition, company will sponsor several football reviews and previews.

Two-Market Test Show

JOHN HANCOCK MUTUAL LIFE INSURANCE Co., Boston, on Oct. 6 begins sponsorship of *Point Sublime* on 12 ABC stations in California and Texas. Program, originating from Hollywood, will be heard on ABC Texas stations Mondays, 7-7:30 p.m., and in California from 8-8:30 p.m. Firm announced that the object of the two-market study is to permit it to analyze carefully the most effective way to use radio as a means of aiding its salesmen. *Point Sublime* is the name of an American town in which Cliff Arquette is the owner of the village store. Mr. Arquette will be assisted by Mel Blanc, radio comedian. Program may be extended to full network after the 13-week test. Agency is McCann-Erickson, New York.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK HEADLEY REED

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

World Information Proposal Is Drafted

U.S. Plan Is Aimed at Assuring Free News Flow Everywhere

FREE FLOW of information for the peoples of the world is written into the text of a proposed treaty made public by the State Dept.

Draft of the treaty, which would set up an international information commission, was prepared by Richard J. Finnegan, publisher of the *Chicago Times*, and grew out of a request made by Assistant Secretary of State William Benton.

Although the treaty is intended "to cover the earth with truth" by guaranteeing correspondents of all nations free access to news and free use of communication facilities in every country, the difficulties that confront its adoption are admittedly so great as to put the proposal in a "future" cubbyhole.

Treaty would guarantee two basic freedoms: Freedom of travel in and out of foreign nations; freedom to send "copy" without censorship.

The international information commission would investigate and report any charges of treaty violations. If ordinary diplomatic pressure failed to bring compliance, complaints would then go to the International Court of Justice, the United Nations judicial arm.

Totalitarian governments such as Spain and Russia give correspondents none of the freedoms mentioned in the treaty. In Russia, particularly, reporters are not free to travel and their "copy" is strictly censored. Hard hit by such censorship are radio correspondents, who have found that it is increasingly difficult to get time on foreign transmitters.

NEW SCHOOL OF SOCIAL RESEARCH, New York, this fall will offer a course titled "Publicity and Public Relations in Radio" and also a course in "International Broadcasting."

WQXQ New York, WQXR New York's FM station, added two hours on weekdays and one hour on Sundays to its operating time effective Sept. 7. Station is now on air on Sundays from 8 a.m. to 12:05 a.m. and on weekdays from 7 a.m. to 12:05 a.m.

ALLIED ARTS

J. SEEGAR HEAVILIN, former make-up editor of Paramount News, has been appointed executive producer of Mannon Productions, New York (television films, transcriptions). **H. A. STECKMAN**, also previously with Paramount, has joined Mannon as general sales manager.

FEATURE PRODUCTIONS, Chicago, which packages CBS "Hint Hunt," ABC "Ladies Be Seated" and "Man On The Farm" (ET), will shortly open Hollywood office, with **TOM HARGIS**, former program director of KNX Hollywood, in charge.

ROBERT T. PECK has been appointed Cleveland sales representative for U. S. Television Mfg. Corp., New York, and **EUGENE ANDREASSI** as UST sales representative for East Side of Manhattan in New York.

G. P. SHANDY has been named superintendent of newly-established Central Div. of Radiomarine Corp. of America, with headquarters at Cleveland. **G. I. MARTIN**, former superintendent of Midwest Div., has been appointed assistant superintendent of new division, with offices in St. Louis. New division replaces corporation's former Great Lakes and Midwest Div. and covers same combined territory.

GRENVILLE R. HOLDEN, vice president of Sylvania Electric Products Inc., has been elected to board of directors of Electronic Tubes Ltd. of London, British radio tube manufacturing affiliate of Sylvania. In addition, he will continue to carry on his general corporate duties at Sylvania's executive headquarters in New York.

U. S. TELEVISION MFG. Corp., New York, has announced sale of a projection video set for installation in Canada. UST receiver will be installed in the Temple Hotel, Windsor, Ont., according to the firm.

MARTIN SEIFERT, freelance writer and director, has been signed by Gotham Radio Production Inc., New York, to write its new packaged adventure show, "The White Line."

FRANK KIRKPATRICK, formerly with advertising department of R. H. Macy, has joined copy staff of O'Brien & Dorrance, New York promotion firm.

AUDIO DEVICES Inc., New York, manufacturer of reproduction and recording equipment, has joined Scholastic Magazines, New York, as co-sponsor of 1948 "Scholastic Writing Awards" in radio script classifications, open to all students in grades 10, 11 and 12 in high schools in U. S., its possessions and Canada.

N. CHARLES RORABAUGH, publisher of the Rorabaugh Report on Spot Radio Advertising, and Gertrude Isobel Thompson have announced their marriage.

ROBERT COLLYER has resigned as director of television of Television-Radio Enterprises, New York. He has not announced his future plans.

PETER AND ELIZABETH KIRK LITTLE Co. of **RADIO WRITERS**, Brandon, Vet., has announced expansion of its staff and repertoire of religious radio dramas.

JACK STRAUSBERG, noted cartoonist, has entered radio program field with his own company to distribute 15-minute scripts of his newspaper feature "Now I'll Tell One." Firm has offices at 225 N. Michigan Ave., Chicago, and offers scripts based on experiences of famous sports figures.

J. A. M. GALILEE, former assistant advertising manager of Canadian Westinghouse Co., Hamilton, Ont., has been appointed executive secretary of the Assn. of Canadian Advertisers, with office at Toronto.

LT. COL. ROBERT E. KEARNEY, commandant of AFRS Los Angeles, is on a 30-day tour of the Pacific and Orient to personally inspect all Armed Forces Radio Service broadcasting installations and operations in those areas. He will survey present and future needs as well as existing facilities of these stations in order to set them up as permanent overseas AFRS units.

BILL ANSON, disc m.c. of KFWB Hollywood and **BARRY KEIT**, sales manager of Universal Radio Sales, that city, have formed The Barry Co., for national syndication of new radio ideas and transcribed programs. Besides Hollywood headquarters at 2413 Canyon Oak Drive, offices will be established in New York and Chicago.

DON WARD PRODUCTIONS, new program building firm founded fortnight ago in Chicago, has announced the signing of **HONEY DREAMERS**, vocal group, and **MEL HENKE**, pianist, for its first production, "Dreamtime," 5-minute open-end transcribed package for nation-wide distribution. Now in production, program will be released around Jan. 1.

TOM MASON, former manager of Cincinnati Branch, Ohio Appliances Inc., RCA distributors, has been appointed regional manager, central district, for the Crosley Div. of the Avco Mfg. Corp., Cincinnati, Ohio.

PAUL WEATHERS has been appointed vice president and chief engineer of Airdesign Inc., Upper Darby, Pa. (transformer manufacturer). Mr. Weathers had been with RCA at Camden and Indianapolis for 16 years.

K. BLAIR BENSON, formerly with General Electric Co., has been appointed senior engineer at United States Television Mfg. Corp., New York.

BAYARD H. CLARK, advertising and sales promotion manager for Jensen Mfg. Co., Chicago (acoustic equipment), has been awarded his Master's degree in Business Administration by the U. of Chicago.

JERRY FAIRBANKS Inc., Hollywood, has set up a rate schedule for films made expressly for television. Rates are based upon number of sets in various cities, New York heading the list with a rental fee of $1500 for each film of series. Los Angeles and Chicago follow with $750 charge; Detroit and Philadelphia, $500; St. Louis and Washington $400, and Schenectady, $300.

Schools Cooperate

TWO RADIO schools in Washington, the National Academy of Broadcasting and the Capitol Radio Engineering Institute, are cooperating with each other in experimental television work, according to Alice Keith, NAOB president. NAOB classes in announcing, production and drama go to CREI, just a block away, where the latest in technical equipment is available, and there put on television programs.

SERVICE

Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

KSO DES MOINES

The Best Buy in Central Iowa

CBS

★

HERE'S A REMINDER

(if you need one)

KSO is the only CBS station serving central Iowa . . . one of the nation's richest markets.

You get this top market in one package over one station

KSO

Response-Rated Programs an Exclusive Feature

★

KSO

5000 WATTS-BASIC CBS

MURPHY BROADCASTING COMPANY

Kingsley H. Murphy, PRESIDENT — George J. Higgins, GENERAL MANAGER

Headley-Reed Co. NATIONAL REPRESENTATIVES

NEWS

JUDSON BAILEY has joined CBS sports department in charge of writing and research. Veteran sports writer, Mr. Bailey was baseball editor of New York bureau of AP until February 1944 when he left to join publishing firm of A. S. Barnes & Co.

CHARLIE HARVILLE, former sports director of WMVA Martinsville, Va., has joined WGBR Goldsboro, N. C., in similar capacity.

RED THORNBURG, former director of sports and special events at WKLX Lexington, and WSAI Cincinnati, has been named director of sports for W8XCT, experimental television station of Crosley Broadcasting Corp., Cincinnati. Mr. Thornburgh also has aired Cincinnati Reds, baseball games over WCPO Cincinnati. He assumed his duties with W8XCT Sept. 11.

Mr. Thornburgh

SCOTT NEWHALL, Sunday editor of San Francisco Chronicle, is substituting for **ELMER PETERSON,** commentator on KPO San Francisco, for an indefinite period. Mr. Peterson's absence is due to accidental death of his father in Duluth, Minn.

MARVIN ALISKY, former freelance writer for newspapers in Austin, Tex., has joined news staff of WOAI San Antonio. He is a graduate of U. of Texas and worked on the college newspaper, Daily Texan, for three years.

GEORGE PASSAGE, formerly with UP as assistant southern sports editor in Atlanta and later bureau manager at Richmond, Va., has joined WRVA Richmond, to do sportscasts.

FRANK P. SANDERS, former editorial assistant of Youth Leaders' Digest, has joined KFGO Fargo, as news editor. Station expects to go on the air soon.

GEORGE HAMILTON COMBS, WHN New York commentator, left Sept. 12 for Europe for three months in which his wire-recorded broadcasts will be sent back to U. S. and aired nightly on WHN, Mon.-Sat., 7-7:15 p.m.

PETE HANSSON has transferred from the sales staff to news editor of WIZE Springfield, Ohio.

BILL CUNNINGHAM, Yankee-Mutual commentator is the author of a book titled "The Pearl of Her Sex," which is being published by G. P. Putnam Sons and will go on sale soon.

SELLING NOVEL rights to "Static" for radio use by General Mills on NBC's *The Story of Holly Sloan* is Rupert Hughes (center), author. Gale Page, program star, is at Mr. Hughes' right. Standing (l to r): Carl Wester, head of packaging firm bearing his name; Ted Maxwell, writer-director of program; Russ Neff, director of radio for Knox-Reeves Adv., agency handling General Mills account.

Stop Pursuit of Movies and Capitalize On Video, Hoge Advises N. Y. Mayor

A WARNING to Mayor William F. O'Dwyer of New York that in his efforts to attract the motion picture producers to New York he should not overlook "an industry that will eventually take over motion pictures—the television industry with its great potential," has been delivered by Hamilton Hoge, president, U. S. Television Mfg. Corp.

Although Mr. Hoge in an open letter to the mayor describes any effort to attract further industry to the city as "commendable," he declares that instead of pursuing the movies "it would seem far better to concentrate on maintaining New York's leadership in television than to lure here an industry that it will supplant."

"New York is a natural for television," Mr. Hoge continued. "The new industry's growth has been centered around New York and about 85% of the industry's activity is right here now. It presents a case of capitalizing upon what is here already instead of 'luring' an industry.

Different Technique

"The television art requires a different approach than the Hollywood technique. Television programs must present more variety and pace and must be capsuled into the hour and part of hour time limitations as in radio. New York has a great abundance of experts in the necessities of this type of art and the facilities to make here the films that are required. The Metropolitan area has always remained the capital for the legitimate theatre and for artists suitable for television such as vaudevillians.

"Even the motion picture firms recognize the great potential of television and the great inroads it may make in their industry. Many Hollywood companies are financially behind television concerns. The use of this city for location purposes by Hollywood is a result of high construction costs for movie sets, a condition that intensified during the war. However, the film outfits are very solidly based on the West Coast and some are increasing their studio space there at present. Other factors beside their heavy financial investment in studios and equipment tie motion picture firms fast to Hollywood.

"Television networks will eventually link the entire country just as radio does today. The originating point will be New York if the head start gained in this great industry is maintained by this city. It could shift to another center if proper support and encouragement are not actively furnished by this great metropolis. If New York is interested in its industrial future it should make every effort to be the Mecca of the industry with the greatest future potential—television."

WOR to Resume FM

WOR New York resumes its FM operations on Oct. 20, when its FM outlet, WBAM New York, returns to the air operating for the first time on the new FM band, Channel 254 at 97.1 mc. Programming will be devoted principally to simultaneous broadcast of non-musical WOR and MBS programs, particularly those Mutual programs not now heard in New York. There will also be musical transcriptions and frequent news periods.

Big Name Network
PROGRAMMING
By an *INDEPENDENT* station!

★U of M FOOTBALL GAMES
★TOMMY DORSEY SHOW
★5 STAR THEATRE
★JOHN NEDLETT
★SMITHS of HOLLYWOOD

• Listener interest that rates second to none in this thriving Southeastern Michigan community . . . and big-time programming does the trick. Good reason then, for the all-out sales response advertisers are getting from current schedules on both WPAG and WPAG-FM.

Edward F. Baughn, Vice-Pres. Gen. Mgr.

WPAG-FM at 1050
WPAG
ANN ARBOR - YPSILANTI
or BURN-SMITH COMPANY, INC.
NEW YORK CHICAGO LOS ANGELES

PRODUCTION

CARLYLE STEVENS, for past year freelance Hollywood writer-producer, and prior to that on staff of Ruthrauff & Ryan Inc., Chicago, has been appointed program director and chief announcer of KFAC Los Angeles. FRED CRANE has joined KFAC as relief night announcer.

DON BALL, former assistant director of CBS Editing Dept., has been appointed manager of Editing Div. for WCBS New York. Mr. Ball joined CBS as an announcer in 1929 and in 1933 was added to the network's producer-director staff.

ROBERT J. MANN, former Ruthrauff & Ryan radio copy director, has been named CBS director of commercial program development, effective Sept. 22. For eight years before joining the Navy in 1943, Mr. Mann wrote, directed and produced radio shows for various New York advertising agencies. He has been freelancing since his discharge from the Navy in 1946.

Mr. Mann

JACK RAYMOND, staff announcer of WISN Milwaukee, has been appointed production manager that station, succeeding WOODS DREYFUS, resigned. Mr. Raymond has been associated with WISN for six years.

WALTER J. PRESTON, program director of WBBM Chicago, has resigned to supervise production on transcribed "Ted Lewis Show" produced by Chartoc-Coleman Productions, Chicago, in which he has an interest. Succeeding Mr. Preston is VAL SHERMAN, who has been with WBBM since 1931 as director of station operations. No replacement for Mr. Sherman will be made.

RAY DIMITRICH, former salesman with WGAT Utica, N. Y., has been named program manager in charge of foreign languages of that station. RICHARD L. MOORE, formerly with WSYR Syracuse, and WKAL Rome, N. Y., has joined WGAT as a singing record m.c. and also will be affiliated with sales department of WGAT.

WALLACE O'HARA, formerly with WSAR Fall River, Mass., and WBET Brockton, Mass., has joined staff of WEEI Boston. Mr. O'Hara is a graduate of WEEI's school for announcers.

ED SCOTT, formerly with KING and KOMO Seattle, has joined KOA Denver, as vacation relief and football relief announcer.

WALTER A. SHEAHAN has joined announcing staff of WDAR Savannah, Ga.

BILL WALSH and JOHN SIEMER, formerly with WCMI Ashland, Ky., and PAUL MARKEY, former news supervisor at WOSU Ohio State U., have joined announcing staff of WIZE Springfield, Ohio. MARY JANE TANNER has joined music department of WIZE.

RAY MANNING, formerly with KWOS Jefferson City, Mo., has joined WIL St. Louis, and will act as m.c. on station's "Breakfast Club" program.

VAN DOUGLAS Negro record m.c., has joined WJBK Detroit.

JIM CHAPMAN, farm editor of WTAM Cleveland, has been named discussion leader during Northeast Community Institute at Hiram College, Oct. 18.

HAROLD RUSSELL, handless World War II veteran and motion picture Academy Award winner, was given two special auditions fortnight ago by WGN Chicago when it was learned that he intends to pursue a radio career upon completion of his college course at Boston U. Special auditions were arranged by BUCKINGHAM GUNN, station program director.

AUBREY ISON, former program director of KYOR San Diego, has joined KVVC Ventura, Calif. in similar capacity. KVVC expects to be on air by Oct. 1 on 1590 kc with 1 kw. Before joining KYOR, Mr. Ison had been staff announcer of both ABC and NBC in Hollywood.

FRED FISKE, formerly with WLEX and WKCX Lexington, Ky., has joined announcing staff of WOL Washington.

DONALD G. TENNANT, former theatrical producer, has joined production staff of NBC Central Division, replacing ED BAILEY, who resigned last month to join Ralph Edwards' "Truth or Consequences" program staff. Mr. Tennant was recently with Rogers Co., producer of musical revues.

NORMAN BLACK, WFIL Philadelphia music director, has been named orchestra director for Philadelphia Inquirer's First Annual Fashion Festival which will be staged at Locust St. Theatre, Philadelphia, Oct. 21-25.

GABE MILLERAND has joined announcing staff of KYW Philadelphia. Formerly with WEEI Boston, Mr. Millerand was chief announcer for American Forces Network in Frankfort for 15 months, 10 months of which was in civilian capacity.

MARY FRANCES WILLIAMS and JUANITA ROZELLE have joined WFAA Dallas, as continuity writers.

JACK BEWS, announcer and night supervisor of CKOV Kelowna, B. C., and MARION LEE, secretary at CKOV, have announced their engagement.

KENNETH P. CAPLE, program director of CBR Vancouver, has been re-elected representative to the board of governors of the U. of British Columbia.

JACK KYLE, formerly of production staff of CJVI Victoria, has joined announcing staff of CKWX Vancouver.

ELLIE DIERDORFF, chief announcer and special events man at WCOP Boston and HELEN LARSON, former traffic manager at WCOP, were married Sept. 13.

MARK SHEELER, formerly with WINC Winchester, Va., has joined WFCI Pawtucket, R. I., as record m.c.

ART DONEGAN, ABC assistant publicity director and NANCY PHILLIPS, who recently resigned from ABC's press department, have announced their marriage.

BOB CARLIN SCHREFFLER, former record m.c. with WHKC Columbus, Ohio, has joined WATG (FM) Ashland, Ohio, as chief announcer.

ALLEN CREWE, announcer of CKOV Kelowna, B. C., and Lena Avison have announced their engagement.

CARL NELSON, announcer on WTMJ and WTMJ-FM Milwaukee, is the father of a boy, John Robert.

FRANK L. ORTH, former film actor and writer, has been named production director of the Sun Country Broadcasting Co. of Arizona.

STEVE JARRETT, formerly with WPEN Philadelphia, and WLEU Erie, Pa., has joined WOWO Ft. Wayne, Ind., as announcer.

BOB EATON, former copy chief and announcer with WIBX Utica, N. Y., has joined WMIX and WMIX-FM Mt. Vernon, Ill. Mr. Eaton also was with WCIL Carbondale, Ill.

JOHN MARION has joined announcing staff of WGAT Utica, N. Y.

RAY GORDON, former staff announcer at KRIC Beaumont, Tex., has joined KTRE Lufkin, Tex., as chief announcer.

ERNIE ALLEN, announcer at KFAB Omaha, is the father of a boy, Kurt.

LEE RILEY has joined continuity staff of KFAB Omaha, replacing MARILYN SCHULTZ, resigned.

HY AVERBACK, Hollywood announcer-actor, has been signed to handle commercials on NBC "Hit Parade" while program originates from Hollywood.

BOB McKEE, staff announcer of WBBM Chicago, has resigned effective Sept. 29 to freelance.

JACK PAAR, star of ABC program bearing his name, has been awarded "Silver Mike" as "the outstanding new personality of the year," by Radio Best Magazine in first annual citation.

JAY STEWART, Hollywood freelance announcer, has been signed to handle NBC "Duffy's Tavern."

STEPHEN FLYNN, Navy veteran, new to radio, has been appointed assistant to manager of the co-operative programs division at NBC New York.

DAVE JOHNSTON, summertime staff announcer at WNHC New Haven, Conn., has resigned to return to his studies at Yale U. and a post as assistant program director of the college station, WYBC. MIDGE KAHL, after a leave of absence of two months, has returned to WNHC as traffic director in the program department. She replaces DOREEN SHUTTER, traffic director for summer months, who has returned to college.

DON GRANTHAM, announcer at WSMB New Orleans, and PATRICIA ADAMS, with the promotion department of WDSU New Orleans, have announced their marriage.

LILETH LINDGREN, formerly with KTRI Sioux City, has joined the staff of KILO Grand Forks, N. D.

RICHARD F. VAN WICKLE, formerly with KSUB Cedar City, Utah, has joined announcing-writing staff of KREO Indio, Calif.

HENRY M. ALLEN, formerly with several stations and agencies in Los Angeles for past three years, has been named program manager of WCON, new 5-kw station on 550 kc under construction at Atlanta, Ga. Mr. Allen formerly was radio director for Los Angeles branch of BBDO.

JOSEPH H. ANDRES, formerly of WMLO Milwaukee and WKBH La Crosse, Wis., has joined announcing staff of WISN Milwaukee. BETTY CLARE PHILLIPS, former copywriter for Colgate-Palmolive-Peet, New York, has joined WISN continuity department.

"MACK" McGARRY has joined announcing staff of WBEC Pittsfield, Mass., and JACK CALLAHAN, summertime announcer, leaves WBEC to return to Fordham U. CHUCK GILSON, formerly with WBEC, has joined WKOB North Adams, Mass.

ART LaBOE, formerly of KPMO Pomona, joins KCMJ Palm Springs, Calif., as announcer-technician, effective Oct. 1. He succeeds JOHN CLOWES, assistant chief engineer, resigned.

Sally Substitutes

WHEN Joan Barton, vocalist on CBS western regional program, *Radio Views*, had to withdraw from recent program as result of picture commitments, her substitute was Sally Lee, secretary to Hal Hudson, network's western program director. Though never a performer on KNX Hollywood, she has had seven years of radio experience with her own program on several Texas stations. In addition, she holds a music degree from U. of Texas.

JIM POWELL, announcer of KFAC Los Angeles, has shifted to KGIL, new San Fernando, Calif. station now under construction.

CARMEN DRAGON has been signed as musical director of new CBS Old Gold Show starting Sept. 24.

BOB STEVENSON, former announcer of WCBS New York, has joined KNX Hollywood, in similar capacity.

ART LINKLETTER, m.c. of "People Are Funny" and "House Party" programs, is the author of a book recently published titled "People Are Funny" (Doubleday, New York, $2.50). Introduction was written by BING CROSBY.

EVENING courses in radio broadcasting will be begun by Fordham U., New York, Sept. 22, it was announced last week by William A. Coleman, chairman of Fordham's radio division. Students will use equipment and studios of WFUV, the university's new FM station.

WCOA Pensacola, switched to

5000 WATTS

September 8th!

NEW POWER for Northwest Florida's only NBC Outlet

Now, WCOA'S new 5000 Watt Transmitter will deliver your advertising message to a greater-than-ever audience!

If you are aiming for increased sales this year, train your sights on WCOA'S enlarged coverage map. Retail sales in this rich Pensacola market were in excess of $172 Million last year!

National Representatives, JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

SPONSORS

HOMER REPLOGLE, national accounts manager of American Home Foods, New York, has been appointed general sales manager of American Home Foods Inc.

C. R. MOFFATT, advertising director of U. S. Steel Corp. of Delaware, will retire Sept. 30 after 40 years of continuous service with the corporation. He was named advertising manager of Illinois Steel Co. in 1919 and when that company was consolidated with Carnegie Steel in 1935, he became advertising manager of the new firm. Three years later, he was appointed first director of advertising of U. S. Steel, continuing in that capacity until present time.

Mr. Moffatt

CITIES SERVICE, New York, has appointed Ellington & Co., New York, as advertising agency effective immediately. Advertiser will continue to sponsor "Highways and Melodys," Fri., 8-8:30 p.m. on NBC. Foote, Cone & Belding, New York formerly handled the account but resigned it a few months ago.

GENERAL FOODS, New York (Certo), is advertising via television for the first time with its commercials featured on "Leave It To The Girls," Thurs. on WNBT-NBC video station. Bottled fruit pectin is used in a dramatized commercial showing the way grandma made jelly with long-boil method and the easy short boil way of making jams and jellies with Certo.

LAWRENCE H. MacDOUGALL, director of the surgical dressings division of Johnson and Johnson, New Brunswick, will become division sales manager of that company's Great Lakes division, with headquarters in Detroit.

R. L. WATKINS CO. division of **STERLING DRUG CO.**, New York, beginning Sept. 28 launches radio and newspaper campaign for its new product, Lyons Tooth Paste. Sterling will introduce new product on its 11 network programs. Agency: Dancer-Fitzgerald-Sample, New York.

MASON, AU & MAGENHEIMER CONF. MFG. Co., Brooklyn, New York (candy), has bought ten spots and chain breaks weekly in 13 markets located in four states. Jingle spot announcements were placed in North Carolina, Georgia, South Carolina, and Florida. Contract for 13 weeks started Sept. 1 and was placed by Moore & Hamm Adv., New York.

SEABOARD MILLS, Santa Barbara, Calif. (Thoro-Green dried lima beans), has appointed McCann-Erickson Inc., Los Angeles, to handle national advertising. Firm is currently using participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood.

GENERAL BATTERIES of Canada Ltd., Toronto, has started dramatized hockey features program thrice-weekly on 22 Canadian stations. Agency: McKim Adv. Ltd., Toronto.

SHASTA WATER Co., San Francisco (sparkling water), Sept. 15 started sponsorship of Dink Templeton's "Sports Page of the Air," weekly for 13 weeks on KFRC San Francisco and KHJ Los Angeles. Agency: Cosby & Cooper, San Francisco.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (blue blades), Sept. 30 or Oct. 1 starts World Series Baseball Games on 50 Canadian stations, 1:15 p.m. if in New York, 2:15 p.m. if in St. Louis. Agency: Maxon Inc., New York.

BROOKS CLOTHING Co. and **HARRIS & FRANK**, Los Angeles (California chain), to announce consolidation of the two firms and change of name to Harris & Frank & Brooks, periodically for next ten weeks, is using a heavy schedule of spot announcements and participations in programs on 21 California stations. List includes KLOK KEEN KDB KTMS KNX KFI KHJ KECA KLAC KFVD KFAC KRKD KFWB KOWL KIEV KXLA KFOX KFXM KFSD KFMB KGB. In addition, firm sponsors five-weekly morning news on KECA, with Sunday "Radio News Weekly" on KFI. Agency: Stodel Adv., Los Angeles.

LEVER Bros. Ltd., Toronto (soap), Sept. 8 started "Francine Louvaine," on CBF CBV CBJ, Mon. thru Fri. 11-11:15 a.m. Agency: J. Walter Thompson Co., Toronto.

INTERNATIONAL YOGHURT Co., Los Angeles (Yami yoghurt), has appointed William Kester & Co., Hollywood, to handle national advertising. Starting in October firm will utilize participation programs in nine major markets: Los Angeles, San Francisco, Minneapolis, Denver, Cleveland, Seattle, Miami Beach, San Diego, and Oakland.

STA-NEET Corp., Hollywood (plastic hair trimmer), has appointed The Mayers Co., Los Angeles, to service account. Marketing studies and developing of an advertising program is now under way.

PROCTER & GAMBLE of Canada, Toronto (Spic & Span), has started "Adventures of Perry Mason" on number of Canadian stations. Agency: Dancer-Fitzgerald-Sample, Toronto.

CHIP STEAK Co., Los Angeles (frozen meat specialties), in 26-week local area campaign has started daily schedule of spot announcements on KFAC KIEV KFVD KRKD, with participation in "Norma Young's Happy Homes" on KHJ.

ROBERT SIMPSON Co. Ltd., Toronto (department store), Dec. 18 starts for six days Christmas Carols on 13 Ontario stations, 9:10-9:30 a.m. Agency: Locke Johnson & Co., Toronto.

FILTEX Corp., Los Angeles (vacuum cleaners), has appointed Glasser-Gailey Inc., that city, to handle national advertising. Media plans being formulated for 1948.

KEVO PRODUCTS Co. Inc., Azusa, Calif. (Enurgets health confection), and **BIMINI HOT SPRINGS**, Los Angeles (health center), have appointed Allied Adv. Agencies, Los Angeles, to handle advertising. Both accounts are using radio.

KELLOGG Co. of Canada Ltd., London, Ont. (corn flakes), has renewed "Superman" five days weekly on 8 Canadian stations. Agency: J. Walter Thompson Co., Toronto.

WINCKLER & SMITH CITRUS PRODUCTS Co., Los Angeles (Anagold canned fruit juices), Sept. 22 starts 20 spot announcements weekly for 13 weeks on KHJ Hollywood, with expansion into other markets planned. Agency: Edward S. Kellogg Co., Los Angeles.

SANTA FE VINTAGE Co., Southern California, has appointed John Freiburg & Co., Los Angeles, as its advertising agency. Freiburg Co., formerly handled advertising for E. and J. Gallo Winery, Vernon, Calif. Radio will be used with Santa Fe account.

PURITY FLOUR MILLS Ltd., Toronto (cereals), has started twice-weekly 10-minute program of Canadian human interest stories on 40 Canadian stations from coast to coast. Agency: McKim Adv. Ltd., Toronto.

PENNY-OWSLEY MUSIC Co., Los Angeles (retail), has appointed Bass-Luckoff, that city, to handle advertising. Plans call for use of radio along with other media.

NABOB FOOD PRODUCTS, Vancouver (coffee), Sept. 8 started "Nabob Coffee Time" on CFCF CKCO and CFRB, Mon. thru Sat. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Vancouver.

A. E. STALEY MFG. Co., Decatur, Ill., has mailed to its employes and stockholders throughout U. S. a statement of policy to enable them "to understand better the principles upon which the company is managed."

Slander Suit Dismissed

A $10,000 suit based on a broadcast over NBC in 1941 was dismissed in circuit court, Chicago, last week when Judge Harry M. Fisher ruled that the plaintiff against Brown and Williamson Tobacco Co., its agency, Russel M. Seeds, Chicago, and NBC could not claim the right of privacy in Illinois. The suit was brought against the three parties by John G. Hunter and his wife, Jessie, who charged that a program sponsored by the tobacco company, *Wings of Destiny*, had portrayed them without consent. The program had dramatized the couple, then newly married, and their part in dropping food from an airplane to stranded Navajo Indians during a blizzard and was entitled "Bundles From Heaven." The Hunters charged that their recent marriage coupled with the programs title was slanderous.

NETWORK ACCOUNTS

New Business

MEYER & WELCH, Los Angeles (Ford, Mercury distributors), Sept. 28 starts for 26 weeks "California Tales" on 20 Don Lee Pacific stations, Sun., 4:30-5 p.m. (PST). Agency: Ad Assoc., Los Angeles.

RONSON ART METAL WORKS, Toronto (lighters), on Oct. 4 adds 8 Dominion Network stations for total of 29 Dominion network stations carrying "Twenty Questions," Sat. 8-8:30 p.m. Agency: Cecil & Presbrey New York.

KELLY, DOUGLAS & Co., Ltd. (Nabob food products), Sept. 15 started to June 7, 1948, "Harmony House" on 16 western Trans-Canada network stations, Mon. 11:30 p.m.-12 midnite. Agency: Stewart, Lovick & McPherson, Vancouver.

Renewal Accounts

PEPSODENT DIV. OF LEVER BROS. Co., Chicago (toothpaste, powder), for ninth consecutive year, following summer lay-off, Sept. 16 resumed "Bob Hope Show" on 128 NBC stations, Tues., 10-10:30 p.m. Agency: Foote Cone & Belding, Chicago.

L. E. WATERMAN Co., New York (fountain pens), Sept. 13 resumed sponsorship of "Gang Busters" on ABC, Sat. 9-9:30 p.m., after a summer hiatus. Agency: Charles Dallas Reach Co., New York.

PAR SOAP Co., San Francisco (Par soap products), Sept. 22 renews for 13 weeks "Kate Smith Speaks" on 43 Don Lee Pacific stations, Mon.-Wed.-Fri., 9-9:15 a.m. (PST), plus KOOL KCNA. 10-10:15 a.m. (MT). Agency: Brisacher, Van Norden & Staff, San Francisco.

SWIFT & Co., Chicago (all products), Oct. 27 renews for 52 weeks 8:15-45 a.m. segment of "Breakfast Club" on ABC, Mon. through Fri., 8-9 a.m. (CDST). Agencies are McCann-Erickson Inc. (cheese, poultry), Needham, Louis & Brorby Inc. (cleanser), and J. Walter Thompson Co. (all other products), all Chicago.

Net Changes

KREML HAIR TONIC AND SHAMPOO, New Cannan, Conn., Oct. 10 drops "Eddie Duchin Show" on ABC, Mon., Wed., Fri. 4:30-4:45 p.m. Agency: Erwin, Wasey & Co., New York.

B. HOUDE & GROTHE Co., Montreal (tobacco), Oct. 1 starts "Les Troubadours du Quebec," on four French network stations, Wed. and Fri. 7:30-7:45 p.m. Agency: Whitehall Broadcasting, Montreal.

FRASER HAIR FASHIONS, New York (Charm curl), Aug. 27 started "Et Puis Apres?" on three French network stations, Wed. 7:45-8 p.m. Agency: Harry B. Cohen Adv., New York.

QUAKER OATS Co., Peterborough, Ont. (cereals), has started transcribed program "Barnyard Jamboree" weekly on 17 Canadian rural stations. Agency: Spitzer & Mills Ltd., Toronto.

"The Copper"
IN YOUR POCKET COMES FROM
BUTTE
MONTANA
. . . "a mile high, a mile deep
built on the richest hill on earth."
You've a sample of the wealth of Butte in your pocket. Whether it's copper in pennies or electrical construction, wealth from copper has made Butte first in Montana retail, wholesale and food sales.* First in effective buying income (net) for any city in Montana. KBOW, first with Butte merchants, because KBOW sells Butte.
*Sales Management, 1947
KBOW
. . . COVERS THIS GREATEST MINING CAMP EVER KNOWN
BUTTE in the "Treasure State"
MONTANA
CBS
Represented by DON COOKE • GENE GRANT

PHILCO DEMONSTRATES LARGER SCREEN VIDEO

NEW enlarged type of television receiver, which features projection of 15x20" picture upon a screen from the front instead of through the screen from the rear, was displayed by Philco Corp. in a demonstration previewed at the Palmer House in Chicago Sept. 10.

Picture is initially received on face of a four-inch tube and then thrown upon a reflecting lens, spherical in contour. From there, it passes through a correcting lens upon a well-polished front-surface mirror, which reflects the picture from the front up through the cabinet to a tilted steel-made screen.

The screen, company announced, is covered with myriad tiny lenses, with light generated by receiver concentrated into essential area. Outside light is repelled, eliminating possibility of impairing contrast of the picture.

Philco Corp. is manufacturing approximately 2,000 television receiver units a week, with an increase to 3,000 expected for holiday trade. Company spent, according to John H. Carmine, vice-president in charge of merchandising, about $3,000,000 for building and equipping its new televsion plant, as well as approximately $4,000,000 in research and development before it had placed a set on the market.

CAB Discusses Standards For Operator Personnel

STANDARDS FOR various types of operators' certificates are under discussion by Canadian broadcasters. The Canadian Assn. of Broadcasters has querried its member stations on the use by the stations of such standard qualifications for various types of operators.

Topic was discussed last spring at CAB regional meetings, following intimation of Radio Branch, Department of Transport, Ottawa, that operator's certificates may be required for all operating work in stations, including studio control operators. Inasmuch as present operator's certificates of the Department of Transport are for radio operators requiring knowledge of code and marine equipment, the CAB members felt that they should line up some standards, in conjunction with CBC, if necessary, rather than have the Transport Dept. require present radio operator's certificates for all operating personnel.

DA Changes Approved

ORDER was adopted by FCC last week granting application of KCMO Kansas City to make changes in its directional antenna system, using 10 kw night and 50 kw day on 810 kc. Interference from the proposed operation to the 500 mv/m 50% daytime skywave contour of WGY Schenectady, N. Y., was found minor in the FCC report.

WDBO's dream house come true.

* * *

WDBO's New Home Is Becoming Orlando Showplace; Latest in Modern Design

THERE'S A NEW showplace in the already lovely city of Orlando, Fla. It's WDBO's new home at 30 South Ivanhoe Blvd., across the street from the municipal park that borders on Lake Ivanhoe.

The building is a one-story white structure built of cement block with steel reinforcement. Every working circuit in the plant is duplicated by an extra pair of spare wires for emergency and expansion. The studios represent an investment of $175,000.

The lobby allows full view into all three studios through glass partitions. There is a fully-appointed audition room, eight large offices, a transcription room, transcription library, news room, powder room, announcer's lounge, kitchen and storage rooms. All woodwork is in natural finish ash.

Studios are constructed with separate walls, and ceilings out of parallel. All are treated with acoustic board. The control room has a work shop attached, and next to it is another room to be used for FM broadcasting. Under the control room is a cellar deep enough to permit ready access to conduits and wiring. Control room and studio unit is "floated."

AM control room houses Western Electric 25B consoles in duplicate, also four Gates turntables. Overall technical construction was designed by James E. Yarbrough, chief engineer with supervision by Studio Engineer Ray Campbell.

Staff now includes 36, headed by Col. George C. Johnston, president. Vice president and executive officer is Harold P. Danforth. William G. McBride is program and national sales director.

WTMJ-TV Using Exhibits To Explain Video Medium

WTMJ-TV Milwaukee, proposed television station of the *Milwaukee Journal*, scheduled to begin operation about Dec. 1, has launched campaign to acquaint people of the Wisconsin metropolis with television through exhibits and demonstrations.

New 69½-ft. RCA 3-element super turnstile antenna has been assembled and given final tests by R. G. Beerbauer, RCA field engineer from Camden, N. J. When antenna was on public display for two days before it was raised to its position on the tower at WTMJ's Radio City, engineers were on hand to explain the medium.

CBS to Offer Joan Davis Series on a Co-op Basis

THE JOAN DAVIS SHOW on CBS will be offered to sponsors on a co-operative basis in a new Saturday night series beginning Oct. 11, 9-9:30 p.m., the network announced last week.

Originating in Hollywood, the show will be written by Abe Burrows, star of his own Saturday CBS show, and produced by Dick Mack. Time and talent have been guaranteed by CBS for a minimum of 39 weeks.

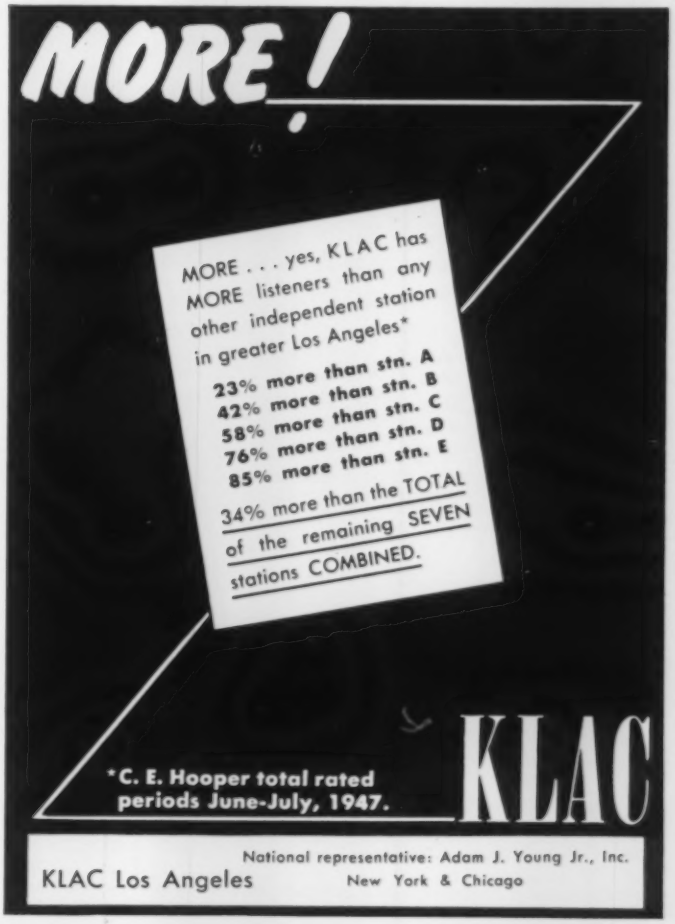
CHILD SAFETY WEEK
Illinois, Chicago Officials Aid WGN-MBS Campaign

GOV. DWIGHT H. GREEN of Illinois and Mayor Martin H. Kennelly of Chicago have issued official proclamations setting aside this week (Sept. 21-27) as "Tom Mix Child Safety Campaign Week" throughout the state and city. WGN-MBS program *Tom Mix & His Straight Shooters* will feature special series of safety shows 5:45-6 p.m. (CDST) Sept. 22-26. National Safety Council is cooperating in the week-long observance.

Programs will feature recorded interviews with Chicagoland boys and girls who were injured in accidents. Carelessness will be stressed as cause of majority of accidents suffered by school-age children.

Special safety messages will replace customary commercial announcements, with government and civic representatives delivering personal appeals in behalf of greater safety precautions.

NEW RADIO receiver based on construction principle eliminating many small parts by building them into six sub-assemblies and called the Cosmo Compo, will be on the market this month, it was announced last week by M. Michaels, executive head of Cosmo Electronic Corp., New York. First sets to be manufactured will sell for $29.95.


MORE!
MORE . . . yes, KLAC has MORE listeners than any other independent station in greater Los Angeles*
23% more than stn. A
42% more than stn. B
58% more than stn. C
76% more than stn. D
85% more than stn. E
34% more than the TOTAL of the remaining SEVEN stations COMBINED.
*C. E. Hooper total rated periods June-July, 1947.
KLAC
KLAC Los Angeles
National representative: Adam J. Young Jr., Inc.
New York & Chicago

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

GLENN E. WALLICH, executive vice president and general manager of Capitol Records Inc., Hollywood, has been named president, following withdrawals of **B. C. DESYLVA** and **JOHNNY MERCER,** board chairman and president respectively, to sole duties of board of directors. There is no change in stockholders as result of duty realignment.

DECCA RECORDS Inc. has prepared three special half-hour transcriptions featuring Bing Crosby, Orson Welles and the Andrews Sisters for use by stations as public service in connection with the "Freedom Train." Transcriptions will be distributed to the 550 stations which are World Broadcasting subscribers, and to other stations desiring them.

WORLD BROADCASTING SYSTEM has released new series of five-minute open-end transcriptions on child safety as public service bonus to over 500 of its subscriber stations, **A. J. KENDRICK,** WBS general manager announces. Series is based on Irving Caesar's "Songs of Safety." Transcriptions will enable subscriber stations to tie in with current "Back to School in Safety" campaign of the National Safety Council or to schedule them anytime throughout the year.

GREEN ASSOC., Chicago transcription producer, has signed **JOE KELLY,** m. c. on "Quiz Kids," over NBC to do series of 15-minute open-end transcribed programs for juveniles titled "You Know What? That's What." Programs have been endorsed by National Federation of Women's Clubs, firm announced.

BOB REICHENBACH, former promotion and publicity director of Universal Radio Productions, Hollywood, has joined sales and promotion staff of Mayfair Transcription Co., that city.

MBS MYSTERY program, "The Shadow," heard Sun. 5-5:30 p.m., has been made available to sponsors on cooperative basis outside Eastern market area covered by the D. L. & W. Coal Co., marketer of Blue Coal.

Open Mike

(Continued from page 34)

the program is a participating feature and the $2.65 covers the cost of only one announcement on the show. As each show will permit five such announcements, the price is multiplied just that much.

I deeply regret . . . this . . . so I am glad of the opportunity to enlighten readers of BROADCASTING Magazine as to the true facts.

Best wishes to Mr. Sillerman and the Keystone Broadcasting System and all success to the Rush Hughes show.

Julian F. Skinnell
Operations Manager
Lebanon Broadcasting Co.
Lebanon, Pa.

* * *

Believes 'Hams' Best Fitted to Sell America

EDITOR, BROADCASTING:

I have been reading your magazine for many years, and have never commented on your editorial column. However, there was an article in your Sept. 1 issue which hit me like a ton of bricks, the last paragraph of "Falsetto Whisper," and I would like to add that it should be engineers instead of "engineer."

Having been an amateur radio operator since 1928, I think that this medium is the world's greatest means of projecting the American story on the air today. Why not turn the international frequencies over to the "hams" and let them tell it in true American style, the man from Idaho, Texas, the farm, the city, the office worker, pure and unadulterated?

Richard R. Hayes,
Richard Hayes & Assoc.,
San Antonio, Tex.

* * *

Admits That FM Figure Is Low

EDITOR, BROADCASTING:

Henry E. Stabile's letter of Aug. 15, 1947 (printed in the Sept. 1, 1947 issue of BROADCASTING) was quite correct. I do not believe that an FM station can get on the air satisfactorily for under $18,000. I am not quite sure where the '$10,000' figure that was used in our article originated but needless to say it is much too low.

Edward A. Wheeler
President
WEAW-FM Evanston, Ill.

Editor's Note: Mr. Wheeler refers to BROADCASTING'S article on WEAW-FM in the Aug. 11 issue.

* * *

Asks If Radio Confabs Are Rated by Agencies

EDITOR, BROADCASTING:

On page 13 of the Sept. 1 issue of BROADCASTING, you carry a very interesting report on a survey made among station managers regarding their attitudes toward conventions.

In that article no mention is made of the opinion of agencies toward the numerous radio-sponsored meetings and we are wondering if such information has been compiled and is available.

In other words, we are wondering if it has been indicated whether agencies feel that conventions devoted entirely to radio are of great value or whether they find sufficient information is received from radio meetings at conventions which deal with all types of advertising. . . .

Laura B. Mang
Manager of Media Dept.
Moser & Cotins Inc.
Utica 3, N. Y.

* * *

Reader Takes Issue With Stand on Critics

EDITOR, BROADCASTING:

I have been in radio only a short time, having recently graduated from the U. of California. I have been enjoying your magazine very much, especially in your reporting of new trends in radio and latest developments.

However, I take issue with your method of dealing with criticisms of the radio industry. On page 44 of your September 1 issue, you write of "Luce, Time and Radio." You quaintly refer to the "old, wheezy charges" of "frequent lack of taste, over-commercialization, poor quality daytime serials." Gentlemen, let's face it! Those charges are vital, living criticisms of radio by many people today. In a recent project survey I made for an NBC Institute class project, those were the very criticisms that were most frequently made.

You did not deal with the criticism intelligently . . . you only attacked the person making the criticism. We all want to keep American radio out of government hands . . . but as long as you continue avoiding and ignoring radio's critics as you clearly have done here, the American system may be in danger. Many people are laughing at radio today . . . or just not turning on their sets. Unless radio seeks to correct itself, the freedom we cherish may be taken from us. And the first step in doing that is to recognize our faults . . . the faults of the radio industry today . . . without excuses and personal attacks on those outside the industry who make them.

Keep up the good work on your reporting, but please, realize that a positive attitude toward the future of radio in your editorials will aid the industry and help keep it free.

Robert L. Davy
1107 North Towner
Santa Ana, Calif.

P. S. I doubt that you will use this letter in your "Open Mike" section because it does not agree with the general tone expressed therein. But please accept the enclosed as constructive criticism.

Editor's Note: Thanks to Reader Davy for crediting us with comprehensive reporting. We disagree with him on his thesis that we feel radio can do no wrong.

* * *

Kraemer Sends Praise For Network Charts

EDITOR, BROADCASTING:

In a brief talk with Bruce Robertson and Sol Paul in your New York office this morning, they gave me a copy of your new comparative network schedule and I was so elated to see it that I thought I'd write to say "congratulations." I am absolutely positive that the regular issuance of this kind of comparative chart will be happily accepted in New York and throughout the nation by broadcasters.

I recall that when Mrs. Baupre of NBC, who formerly made up this chart, told me a little over a year ago that it was to be discontinued, she actually had tears in her eyes, and shortly after she had hundreds of requests for this informative piece, but, of course, it was no longer available. BROADCASTING Magazine is certainly a marvelous promotion piece.

Gene Kraemer
Arkansas Dailies Inc.
New York

* * *

Plough Executive Tosses a Bouquet

EDITOR, BROADCASTING:

. . . we couldn't run this end of the business without BROADCASTING!

M. H. Straight
Sales Prom. Manager
Plough Sales Corp.
Memphis, Tenn.

NOW 5000 WATT COVERAGE OF THE RICH SAN DIEGO MARKET

BONUS RATES FOR A FULL YEAR

Our power will be increased to 5000 watts--day and night, Jan. 1st. All orders received by Dec. 31st 1947 will be accepted for one year at our present rates.

THE BEST RADIO BUY IN SOUTHERN CALIFORNIA

KYOR

"San Diego's Community Station"

SAN DIEGO HOTEL SAN DIEGO, CALIF.

National representative W. S. GRANT

CELEBRANTS following debut of *My Friend Irma* on CBS under sponsorship of Lever Bros. (Swan Soap), Mon., 10-10:30 p.m. (EDT) were (l to r): Ernie Martin, CBS Hollywood director of network programs; Ted Bliss, Young & Rubicam Hollywood program supervisor; Marie Wilson, co-star; Cy Howard, program writer-producer; Cathy Lewis, co-star; Al Scalpone, Young & Rubicam Hollywood radio production head; Bob Hussey, agency's Hollywood program development manager; Parke Levy, writer; Innes Harris, agency's L.A. commercial supervisor.

Video Set Prices Reduced By U. S. Television Corp.

PRICE reductions up to $480 for television sets have been announced by U. S. Television Mfg. Corp., New York. The reduction was due to greater mass production and the absorption of development costs by heavy nationwide sales, the firm reported.

The $480 price drop was on the home projection television console which includes FM and AM, two shortwave bands and automatic record-changing phonograph. This model, which has a 21 by 16-inch screen, previously sold for $2275 and is now listed at $1795. The public place model has been reduced from $1995 to $1595 and the set with the 30 by 22½ inch screen has been reduced from $2245 to $1795.

Five Class B FM Conditional Grants And 8 New CPs Authorized by FCC

CONDITIONAL grants for five new Class B FM outlets were authorized last week by FCC. Requests for cancellation of two Class B construction permits were granted by the Commission while eight new CPs were issued. Three of these were in lieu of previous conditions.

Part owner of a Class B conditional grantee at Decatur, Ga., DeKalb Broadcasting Co., is Scott Candler, Commissioner of Roads and Revenue for the state of Georgia. He holds 11%.

In allocation plan changes for FM the Commission announced it had deleted Channel 225, 92.9 mc, from Atlanta, Ga., adding it to Decatur, Ga., and deleted Channel 293, 106.5 mc, from Vincennes, Ind., adding it to Washington, Ind.

The Patriot Co., Harrisburg, Pa., was granted cancellation of its Class B FM CP since the newspaper publishing firm has been sold for a reported $2,500,000 by the widow of Vance C. McCormick to Edwin F. Russel and the agreement contained no condition relating to FCC approval of the FM interest transfer. Midwest Broadcasting Co., Mt. Vernon, Ill., AM applicant, also was granted cancellation of its Class B FM CP. No reason was given.

The conditional Class B FM grants are:

Niagara Falls, N. Y.—John J. Laux, Channel 241, 96.1 mc. Mr. Laux is permittee of WJJL Niagara Falls and holds minor interests in WSTV Steubenville, Ohio; WFPG Atlantic City; WKNY Kingston, N. Y., and WPIT Pittsburg.

Decatur, Ga.—DeKalb Broadcasting Co., Channel 225, 92.9 mc. Principals: Frank G. Thomas, in wholesale gas and oil business, president and 12% owner; J. B. Gurley, instructor in city public school system, secretary 11%; W. C. Hutchins, half-owner of furnace manufacturing company, treasurer 11%; Scott Candler, Georgia Commissioner of Roads and Revenues, and five others each with 11% interest.

Clayton Mo.—St. Louis County Broadcasting Co., Channel 266, 101.1 mc. Grantee is licensee of KXLW that city.

Washington, Ind.—Washington Radio Inc., Channel 293, 106.5 mc. Principles: Paul R. Bausman, owner-publisher Washington Herald, president-treasurer and 99% owner; his wife, Helen B. Bausman, secretary 0.5%, and John S. Hastings, attorney, vice president and 0.5%.

Flint, Mich.—Booth Radio Stations Inc., Channel 260, 99.9 mc. Grantee is licensee WBBC Flint.

All of the conditional grants are subject to further review and approval of engineering details.

The following were authorized CPs (antenna height is height above average terrain; power given is effective radiated power):

WAGC-FM Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—Class B, Channel 266, 101.1 mc, 37 kw, 875 ft.

Chesapeake Broadcasting Co. Inc., Bradbury Heights, Md.—Class A, Channel 224, 96.7 mc, 420 w, 370 ft.

KTEM-FM Bell Broadcasting Co. Inc., Temple, Tex.—Class B, Channel 298, 107.5 mc, 7 kw, 500 ft.

KCKN-FM The KCKN Broadcasting Co., Kansas City—Class B, Channel 294, 106.7 mc, 20 kw, 500 ft.

The following were authorized CPs in lieu of previous conditions:

WNLC-FM Thames Broadcasting Corp., New London, Conn.—Class B, Channel 258, 99.5 mc, 20 kw, 500 ft.

WJDX-FM Lamar Life Insurance Co., Jackson, Miss.—Class B, Channel 275, 102.9 mc, 100 kw, 600 ft.

KCMS-FM KCMC Inc., Texarkana, Tex.—Class B, Channel 251, 98.1 mc, 40 kw, 415 ft.

WDWS-FM the Champaign News-Gazette Inc., Champaign, Ill.—Class B, Channel 248, 97.5 mc, 27 kw, 430 ft.

Three Advertisers Renew NBC Network Programs

NBC last week announced three full network renewals, two for 52 weeks and one for 13.

Sterling Drug Inc., New York, Sept. 15 for 52 weeks renewed *Young Widder Brown*, Mon.-Fri., 4:45-5 p.m. Agency is Dancer-Fitzgerald-Sample, New York.

American Tobacco Co., New York, effective Sept. 28 for 13 weeks renews *The Jack Benny Show*, Sun.7-7:30 p.m. Agency is Foote, Cone & Belding, New York.

International Harvester Co., Chicago, effective Oct. 5 for 52 weeks renews *Harvest of Stars*, Sun. 2:30-3 p.m. McCann-Erickson, New York, is agency.

New Java Station

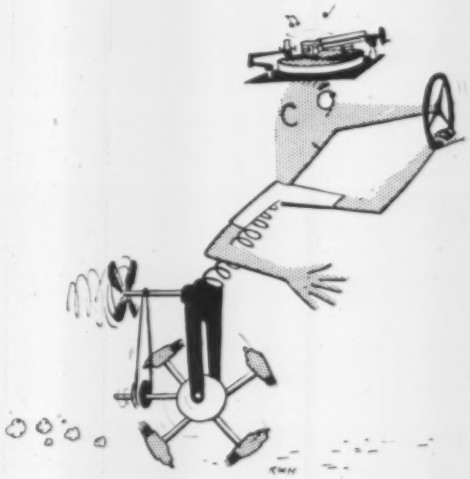
A RADIO transmitter with 100 kw power will be erected in Java within the next year, according to Dutch officials. The transmitter, which will be double the strength of any station now sending from Asia, will be set up by U. S. experts, it is understood. Location will be about five miles from Batavia.

Pet Milk Renews

PET MILK Co., St. Louis, effective Oct. 4 renews for 52 weeks *Saturday Night Serenade* on CBS, Saturdays, 10-10:30 p.m. Pet Milk has sponsored the program on CBS since 1936 and since 1937 all of its consumer advertising budget has been used for advertising on CBS exclusively. Company has also sponsored the *Mary Lee Taylor* program on CBS, Saturdays, 10-10:30 a.m. for the past 14 years. Agency is Gardner Adv., St. Louis.

TRAPPED!

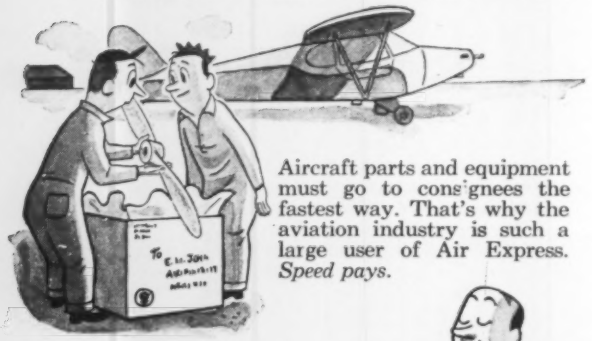
DULUTH, MINN.—"I'm sunk," moans Otto Mattick, "My survey of KDAL's 5000 watt, 3-state coverage will be a failure if I can't find the limits of KDAL's signal. Even with my oscillating pedalators I can't seem to get to the borders of KDAL-land."



Otto has found that not since the Ice Age has anything blanketed the north country the way KDAL does with its 5000 watts on that oh-so-favorable 610 frequency.

Maybe Otto's trapped in KDAL's coverage but so is one of America's richest markets. Contact AVERY-KNODEL and learn why KDAL is a better buy now than ever.

There's one thing similar in all of these businesses



Aircraft parts and equipment must go to consignees the fastest way. That's why the aviation industry is such a large user of Air Express. *Speed pays.*

Ocean-fresh seafood, and choice fruits and vegetables are shipped to hotels all over the country by Air Express. There's *profit* in it. *Speed pays.*

Builders and architects ship blueprints by Air Express daily. This speedy service is ideal and low cost for light as well as heavy shipments. *Speed pays.*

Speed pays in your business, too!

Air Express supplies the speed of delivery that's vital to your business. Air Express goes even coast-to-coast overnight. And with faster planes and increased schedules, Air Express serves you better than ever today. Rates are *low* for shipments of most any size and weight. For example: 21 lbs. goes 900 miles for only $5.80. Use Air Express regularly!

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Scheduled Airlines of the United States.

1927—20TH YEAR OF GETTING THERE FIRST!—1947

Delay 'Show of Year' Starting Date; 9 More Sponsors Needed

NINE program hurdles still bar the way to scheduling of *Show of the Year*, a series of 39 rebroadcasts of top quality shows originally slated by Sullivan, Stauffer, Colwell and Bayles to take to the air on Oct. 1 under the sponsorship of American Cigarette & Cigar Co. (Pall Mall Cigarettes).

The program is a joint venture of the agency and AFRA, the latter standing to gain a $2,500 a week bonus for its cooperation in the deal. This money is to go to a special "Accident, Sickness and Unemployment Benefit Fund" for union members.

Revised starting plans now look to a Jan. 1 opening, by which time the agency and the union hope to be able to persuade sponsors of the necessary nine more shows to fall into line on program format.

Among those who declined to go along with the project were such advertisers as Standard Brands, General Foods and Kraft Cheese.

A Standard Brands executive pointed out that radio advertising was built for product association and that the company wanted to maintain its programs with its own sponsor identifications.

Calls Deal "Muddy"

Mrs. E. B. Myers, vice president of General Foods, said that the "deal" as presented to G. F. "was rather muddy." She also explained that the company does allow its stars to make guest appearances but that if the entire show and format were to appear under another sponsor the product association would not be clear to the audience.

Although AFRA and SSC&B are planning to go ahead with the *Show of the Year*, the interested advertiser, Pall Mall, has notified its agency, Foote, Cone & Belding, New York, to renew its program, *The Big Story*, Wed., 10-10:30 p.m., on 159 NBC stations, effective immediately.

Sponsor, however, has mainmained its continued interest in the *Show of the Year* if and when it is ready for broadcasting.

Among the 30 shows already accepted for the *Show of the Year* are: *Duffy's Tavern*, *Big Town*, *Eddie Cantor*, *Mayor of the Town*, Jimmie Durante, *Cavalcade of America*, Tony Martin, *Quiz Kids*, Phil Harris, *Abbott & Costello* and *This Is Your FBI*.

Viking Disc Jockey

SOMETHING new has been added—in the fast-moving disc jockey world, that is. Beginning Sept. 27 Thor Krogh, formerly on the New York editorial staff of BROADCASTING Magazine and a native of Norway, makes his debut as a Scandinavian platter-turner on WEVD New York, Saturdays, 8:30-9 a.m. Titled *Viking Melodies*, the new program will consist of continuity in both Norwegian and English and will present Scandinavian music. Mr. Krogh, whose new show already has six sponsors, including Scandinavian Airlines, soon will be joined on the program by his wife, Irene Krogh, who is currently studying Norwegian.

Swaringen, Sellars Join Staff of New 1-kw WPIT

Mr. Sellars

Mr. Swaringen

APPOINTMENT of Charles C. Swaringen as commercial manager and Leo T. Sellars as director of public relations of the new WPIT, 1-kw daytime outlet on 730 kc at Pittsburgh, has been announced by station's general manager, Jack Merdian.

Mr. Swaringen, who has had 22 years' merchandising experience with Montgomery Ward & Co., is a partner of Mr. Merdian in ownership of WPIT. Mr. Sellars, active for more than a decade in Pittsburgh radio circles, was on the public relations staff of Westinghouse Electric Corp. until recently.

Three other appointments to the WPIT staff were announced by Mr. Merdian. Charles R. Duvall, recently with WJPA Washington, Pa., is a member of the sales force. Stanley Schultz is on the production staff and will be featured in a Mon.-Sat. 8-10 a.m. strip. Paul Kurtz, scholastic editor of the *Pittsburgh Press*, joined WPIT Sept. 7 to cover weekend athletic activities 12:15-12:30 p.m.

Radio Magazine

NEW RADIO magazine, *Radio Best*, appeared on the newsstands fortnight ago, in a big *Life*-size format, with photographs, radio pinups and radio and video features. Published bi-monthly in New York, the magazine contains cartoons, popularity polls and guide-to-listening. Highly popularized, it carries little technical or trade material. Editor is Edward Bobley.

ACTIONS OF THE FCC

SEPTEMBER 10 TO SEPTEMBER 18

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

September 10 Decisions . . .

BY THE COMMISSION

Petitions Granted

Rochester Bcstg. Co., Rochester, Minn.—Adopted order granting petitions of WDAY Fargo, N. D., and WHA Madison, Wis., for reconsideration of Commission action granting application of Rochester Bcstg. Co. for new station without hearing; set aside said grant and designated application for hearing; made WDAY and WHA parties to proceeding.

AM—810 kc

KCMO Kansas City, Mo.—Adopted order granting application to make changes in DA using 10 kw-N 50 kw-D unl. DA-N on 810 kc.

DOCKET CASE ACTIONS

Petition Granted

Community Bcstg. Corp., Fort Wayne, Ind. — Announced adoption of order granting petition insofar as it requests that Commission's decision of July 28 (granting application of Radio Fort Wayne Inc. for CP new station at Fort Wayne and denying applications of Homer Rodeheaver and Community Bcstg. Corp.) be set aside; set aside and vacated said decision; further ordered that oral argument be held Oct. 6 on Commission's proposed decision and exceptions thereto.

AM—680 kc

Announced proposed decision looking toward grant of application of Lomar Bcstg. Co., Lancaster, Pa., for new station 680 kc 5 kw-D 1 kw-N cond., and denial of following applications: Baltimore Bcstg. Corp., Baltimore, to change WCBM from 1400 kc 250 w unl. to 680 kc 10 kw-D 5 kw-N unl.; Tower Realty Co., Baltimore, new station, 680 kc 10 kw-D 5 kw-N unl.; Foundation Co. of Washington, Philadelphia, for new station, 680 kc 10 kw-DN unl., and Monroe Bcstg. Co., Rochester, N. Y., to change WRNY from 250 w D only to 1 kw-D 500 w-N on 680 kc.

AM—1340 kc

Announced order making final proposed decision to grant application of Sunland Bcstg. Co. for new station, El Paso, Tex., 1340 kc 250 w unl., and denied applications of Seaman & Collins, Del Norte Bcstg. Co. Inc., and Timberwolf Bcstg. Co. Inc., seeking same facilities.

AM—1240 kc

Announced proposed decision looking toward grant of application of Standard Tobacco Co. Inc., for new station at Maysville, Ky., 1240 kc 250 w unl.; cond.

AM—1340 kc

Announced proposed decision looking toward grant of application of Brookhaven Bcstg. Co. Inc., for new station at Brookhaven, Miss., 1340 kc 250 w unl.; cond.

AM—1490 kc

Announced proposed decision looking toward denial of application of Radio Springfield Inc. for new station at Srinpgfield, Ill., 1490 kc 250 w unl.

Petition Granted

Announced order granting petition filed by Scripps-Howard Radio Inc., Cleveland, for reconsideration of Commission's decision denying application of Scripps-Howard for new station at Cleveland, and granting competing application of Cleveland Bcstg. Inc.; set aside and vacated said action; and designated these applications for further hearing upon issues set forth in notices of hearing dated December 17, 1945, particularly (a) and (b) thereof.

September 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGYW Vallejo, Calif.—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant.

AM—1010 kc

Gulf Shores Bcstg. Co., Crestview, Fla.—CP new standard station 1010 kc 1 kw D.

Modification of CP

WMBR Jacksonville, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N, change in trans. location and mount FM ant. on AM tower, to make changes in DA and for extension of completion date. AMENDED re change in DA. License 1400 kc. CP 1460 kc.

AM—1450 kc

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kc 250 w unl.

AM—1340 kc

Continental Bcstg. Corp., Albuquerque, N. M.—CP new standard station 1340 kc 250 w unl.

AM—900 kc

Moore County Bcstg. Co., Dumas, Tex.—CP new standard station 900 kc 250 w D.

AM—1340 kc

Hopewell Bcstg. Co. Inc., Hopewell, Va.—CP new standard station 1340 kc 250 w unl. Contingent upon WGH being granted change of facilities.

Modification of CP

KOWB Laramie, Wyo. — Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio location.

WBOX Louisville, Ky.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Transfer of Control

WAAW Newark, N. J.—Involuntary transfer of control to Yetta Pollack, executrix of Estate of Albert H. Pollack, deceased.

License Renewal

Applications for renewal of standard broadcast stations license filed by: KARM KILO KMLB KTSM KXLF WFBL WMPS WSAY WQBC.

CP Deleted

Radio Corp. of America, Portable-Mobile, to be used within Continental U. S.—CP deleted new experimental television relay station W10XLV on 1295-1375 mc, 480-920 mc, and 6950-7050 mc, power vis 20 kw, aur 20 kw, emission vis. A5; aur. A3 and special FM and unl. hours.

Modification of CP

KRKD Los Angeles — Mod. license change power from 2.5 kw-D 1 kw-N to 2.5 kw DN. AMENDED to change to CP to change power from 2.5 kw-D to 1 kw-N 5 kw-D, change type trans., make changes in ant. and change trans. location.

AM—1350 kc

KGHF Pueblo, Col.—CP increase power from 500 w-N 1 kw-D to 1 kw-N 5 kw-D, install new trans. and DA-N and change trans. location.

AM—920 kc

Springtime City Bcstg. Co., Clearwater, Fla.—CP new standard station 920 kc 500 w D. AMENDED to change type trans.

Modification of CP

WLOF Orlando, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA and change in trans. location, for extension of completion date.

WSAV Savannah, Ga.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and mount FM ant. on AM tower, and for change in trans. location, change time for directional operation use to permit change-over to be made fifteen minutes earlier or fifteen minutes later when regular change-over time falls within continuous program.

AM—1490 kc

WOMI Owensboro, Ky.—CP install new vertical ant. and mount FM ant. on AM tower.

License for CP

WEWO Laurinburg, N. C.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

(*Continued on page 69*)

Recording?

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
418 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 3939
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 WASHINGTON 6, D. C.

DAVID DARRIN
and
Associates
Radio Architectural Design
326 Pennsylvania Ave., S. E.
Washington, D. C.
FRanklin 0022

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

ARE YOU MOVING?
WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .
BROADCASTING

HERMAN LACHE has been appointed broadcast studio supervisor of WTMJ and WTMJ-FM Milwaukee. He will assist **BILL HEBAL**, chief engineer, in supervising studio technical operations for the stations.

HARVEY J. ADERHOLD, former chief engineer at WRDW Augusta, Ga. for 13 years, has been appointed chief engineer at WCON, new station under construction at Atlanta, Ga.

ROBERT V. NICHOLAS has been appointed supervisor of technical operations for KXOK and KXOK-FM St. Louis. His responsibilities also will encompass all engineering of station's facsimile and television activities.

WILLIAM PICKERING, who worked on installation of KIST Santa Barbara, has been named chief engineer of KVVC, new 1-kw station on 1590 kc which expects to begin operations at Ventura, Calif. by Oct. 1.

GENERAL ELECTRIC Co. Electronics Dept., Tube Div., Schenectady N. Y. has developed three new nine-pin miniature tubes, Types 6T8, 19T8 and 12AT7, for use in FM and television receivers. 12AT7 is miniature type twin triode designed for use as grounded-grid radio-frequency amplifier or as frequency converter at frequencies below about 300 mc. Both triple-diode triode 6T8 and 19T8 contain three high-perveance diodes and high-mu triode in same envelope.

KEN TAIT, formerly of CKSO Sudbury, has joined CKEY Toronto, as control operator.

VICTOR SIRENO has joined the technical staff of WGAT Utica, N. J.

MYRLE CASE has joined the engineering staff of WIZE Springfield, Ohio.

W. H. DOHERTY, radio development engineer of Bell Telephone Laboratories, has accepted invitation to attend celebration in Rome of the 50th anniversary of Guglielmo Marconi's basic discoveries in radio. Mr. Doherty will present a paper titled "Linear Power Amplifiers in American Broadcasting" before the Italian National Council of Research during the Marconi celebration, which will extend from Sept. 28 to Oct. 5.

LACY L. DAWKINS, formerly with Westinghouse Electric Corp., has been named assistant chief engineer of WPTF Raleigh, N. C.

HENRY R. GRAHAM has joined engineering staff of WHBF Rock Island, Ill.

WESTERN ELECTRIC Co., New York, has developed new Type 275 and 276 relays, making possible greater accuracy and dependability of high speed switching operations under adverse atmospheric conditions. Relays are electrical circuit elements featuring small size, high sensitivity and constancy of operating characteristics and are distributed by Graybar Electric Co.

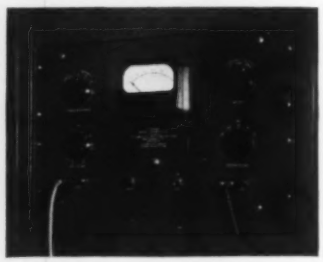
KGIL San Fernando, Calif. has agreed to terms with IBEW Hollywood, Local 40 calling for technician minimum of $74.80 weekly. Deal arranged between Roy Tindall for union and Gil Paltridge, president and general manager of station.

HOWARD J. LONDON, director of radio and motion pictures for National Foundation for Infantile Paralysis, left for Hollywood Sept. 20, for 1948 March of Dimes business.

WJR uses the *DYNAMIC NOISE SUPPRESSOR!

Recorded musical programs emanating from WJR Detroit make grand listening thanks to wise programming — and the *Dynamic Noise Suppressor. The *Dynamic Noise Suppressor helps eliminate needle scratch and bass rumble in musical recordings.

The product of more than 15 years of research and testing by its inventor, Hermon Hosmer Scott, the *Dynamic Noise Suppressor is now used in more than 60 U. S. radio stations. If your station is not equipped with a *Dynamic Noise Suppressor, send for descriptive folder and prices today.



Recorded musical programs originating at this specially-designed transcription machine at WJR Detroit, are safe-guarded against surface noise and bass rumble by the *Dynamic Noise Suppressor in the Control Room. Results: vastly improved quality in all WJR recorded musical programs.

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'VOICE'S' NEW FAR EAST BEAM STARTS IN MANILA

NEW BEAM to Far East has gone into operation carrying the "Voice of America" from a 50-kw transmitter in Manila, relaying programs originating in Honolulu.

State Dept. officials claimed the new station in effect moves listening posts in Asia 6,000 miles closer to the point of origination, and delivers a signal with no fading or interference. The new transmitter will broadcast on a six-hour daily schedule to Japan, Korea, China, Siam, French Indo-China and the Netherlands East Indies.

In a broadcast to the "Voice's" listeners in Asia, Assistant Secretary of State William Benton pointed out that not more than 3 or 4% of all the world's receivers are in the Far East where a large proportion of the world's population resides. He expressed the hope that there will be mass production and distribution of "millions of rock-bottom-cost receiving sets for the homes of the Far East."

CCNY OFFERS COURSES IN RADIO AND VIDEO

RADIO and Television courses are being offered by the Evening and Extension Division of the City College School of Business, New York, beginning Sept. 22.

Courses available include: Scriptwriting, taught by Jeff Selden, head of continuity writing staff, WNEW New York, Thursday, 6:10-7:50 p.m. or Thursday, 8:10-9:15 p.m., fee $14; Survey of Radio and Station Practice, Jo Ranson, WHN New York public relations director, Thursday, 6:10-7:50 p.m., fee $14; Radio Announcing, Carl Mark, radio director, Al Paul Lefton Agency, Monday, 8:45-10:25 p.m., fee $14; Television Studio Operation and Program Production, Raymond E. Nelson, president, Raymond E. Nelson Advertising, Monday, 6:10-7:50 p.m., or Monday, 8:10-9:50 p.m., fee $14; Speech for Radio and Television, Elissa Landi, stage, screen and radio actress, Thursday, 6:50-8:30 p.m., fee $15; Advanced Speech for Radio and Television, Elissa Landi, Thursday, 8:45-10:25 p.m., fee $15; Documentary Radio, Seymour N. Siegel, director of programs, WNYC New York, Tuesday, 6:30-9 p.m., fee $15; Radio Audience Research, Wednesday, 6:50-8:30 p.m., fee $14; Workshop in Television Commercials, Raymond E. Nelson, Tuesday, 7-10 p.m., fee $30; Television-Laboratory Production Workshop, R. B. Gamble, commercial television producer and consultant of Farnsworth Television Program, Thursday, 7-10 p.m., fee $30; Radio Workshop, Seymour N. Siegel, Jack Grogan, program department, WNEW New York and Carl Mark, Monday, 6:50-8:30 p.m. Tuesdays, 8:45-10:25 p.m., or Wednesday, 8:45-10:25 p.m., fee $14; recording fee $1.50; Advanced Radio Workshop, Seymour N. Siegel, Wednesday, 6:50-8:30 p.m., fee $14, recording fee $3; Radio Broadcast Advertising, Hershel Deutsch, radio director, Grey Advertising.

NBC to Sign For BMB's 1949 Study; MBS Silent

NBC on Sept. 13 announced its intention of subscribing to the proposed 1949 study of Broadcast Measurement Bureau, and it was reported that CBS and ABC had made similar decisions.

Hugh M. Beville Jr., NBC director of research, made the announcement at the NBC affiliated convention and said he understood that CBS and ABC had decided to join. Mr. Beville reported that MBS was still noncommittal on the subject.

Participating in WHCC's formal opening, l to r: Mr. Russ, Senator Hoey and Mr. Wallace.

* * *

Sen. Clyde Hoey Speaks At WHCC Formal Opening

WHCC, new 250-w, 1400 kc outlet in Waynesville, N. C., had its formal opening Sept. 10 with Sen. Clyde R. Hoey (D-N.C.) as principal speaker on the dedicatory program. Also on hand for the initial show were Rep. Monroe M. Redden (D-N.C.), Rep. George Smathers (D-Fla.), mayors of nearby towns, state officials and visiting radio executives.

W. Curtiss Russ, editor and general manager of the *Waynesville Mountaineer*, is president of the Smoky Mountain Broadcasters Inc., licensee of WHCC. Other officers include Holt McPherson, managing editor of the Star Publishing Co. in Shelby, N. C., and treasurer of WOHS that city, vice president; North Carolina State Senator William Medford, secretary-treasurer; Robert M. Wallace, general manager of both WHCC and WOHS, and James Massie, theater chain owner, director.

75,000 Watch RCA Video At Canadian Exhibition

MORE THAN 75,000 Canadians got their first look at television when RCA Victor mobilé equipment was demonstrated at the Canadian National Exhibition at Toronto, Aug. 22-Sept. 6, RCA officials disclosed last week.

Prime Minister MacKenzie King was included among prominent Canadians who took part in video broadcasts at the exhibition. Among television receivers used in the demonstrations were the RCA Victor 630TS table models and the new RCA five-in-one unit. The RCA staff at the exhibition was headed by Richard H. Hooper, promotion manager, and Joseph A. Jenkins, producing director.

Drax Spot Drive

S. C. JOHNSON and Sons Inc., Racine, Wis. (wax products) will launch spot campaign in West Coast markets to introduce newest product, Drax. Needham, Louis and Brorby, Chicago, has ordered five-a-week participating spots for 13-week contract with following stations—KIEM Eureka, Calif., KFI Los Angeles, KFRC San Francisco, KFJI Klamath Falls, Ore., KMED Medford, Ore., KGW Portland, Ore., and KIRO Seattle.

HALLE WINNER ON TV
WBKB Audience See Aviatrix Who Won Race Award

TELEVIEWERS received a first-hand report from Ruth Carter Johnson, who won the Halle Trophy—top award to women flyers—when the aviatrix, using model planes, re-enacted her feat recently on WBKB Chicago. New champion had come to Chicago to deliver huge trophy to station skipper, Capt. Bill Eddy, who owns the North American Texan which she flew in the race.

In the re-enactment, Maurice Roddy, aviation editor of a Chicago newspaper, described the action while the aviatrix and her interviewer, Don Ward, maneuvered the model planes around miniature pylons. Capt. Eddy then related how plane was rebuilt, enabling it to establish a new record for its 1350-cubic-inch displacement class of 223.3 m.p.h.

Mrs. Johnson will continue to fly Capt. Eddy's plane in forthcoming air races under sponsorship of Television Assoc.

THIS IS FIRST FM contract on KBUR Burlington, Iowa, so it's an event as the station arranges for broadcast of local high school and junior college football games. Taking part are (l to r): seated—Glenn L. Bennett, vice president of Bennett's Car and Home Supply, Burlington, sponsor, and Gerard B. McDermott, KBUR general manager; standing—Paul V. Hudgel, of Bennett's sales department; Robert W. Frudeger, KBUR sales manager; Joe A. Dwarzack, of Bennett's sales department; I. G. Haugen, of Bennett's sales department.

New $19.95 FM Converter Is Demonstrated in N. Y.

THE MECK FM Converter, designed by Meck Industries, Plymouth, Ind., was given its first New York demonstration at the Gotham Hotel fortnight ago.

Deliveries of the converter, priced at $19.95, were scheduled to begin last week, according to John Meck, the firm's president. A two-tube affair measuring 9½ by 7 inches and weighing less than two pounds, the converter was developed in conjunction with the Hazeltine Laboratories, Mr. Meck said. It uses a new regenerative circuit and may be used to tune in all FM stations on the high band.

Converter also was demonstrated at FMA convention at New York's Hotel Roosevelt.

WCBS-TV New York on Sept. 11 telecast motion pictures of the Island Queen excursion steamer disaster in Pittsburgh Tuesday, Sept. 9 through help of Pittsburgh movie takers who responded to a request broadcast by WJAS, CBS affiliate in Pittsburgh, that any one with films of the disaster contact CBS television department. Sixteen respondents were asked to send films to New York where films were used as part of regular Thursday night video news program.

Install Master TV Reception Systems In Two New York Apartment Buildings

MASTER television reception systems are being installed in apartment buildings under construction at 47 E. 87th St. and 15 E. 91st St., New York, Sol Sagall, president, Intra-Video Corp., and Robert Dowling, president, City Investing Co., which is erecting the apartment houses, announced jointly a fortnight ago. The installations are the first of their kind.

The Intra-Video system, providing for video programs in each apartment through individual antennas for each video station in New York plus one for FM reception was approved by the technical committee of Television Broadcasters Assn. earlier this year after the committee had witnessed a demonstration of simultaneous reception on a score of receivers of various makes and types at the company's headquarters.

John Wanamaker, New York department store, is also installing an Intra-Video system for use in demonstrating its model video receivers to the public, it was announced. The store will act as sales representative for the Intra-Video reception system in the Manhattan area.

L. Bamberger Co. is the outlet for the antenna systems in Northern New Jersey and arrangements are under way with stores in Brooklyn and Queens for similar demonstration and dealer set-ups, it was said.

Cost of the Intra-Video installations in the new apartment buildings was put at approximately $80 an apartment in the 60-apartment structure on 87th St. and about $10 an outlet more for the other building, which has only 41 apartments. Buildings, to be completed and occupied by Oct. 1, are to be cooperatively owned. The Intra-Video installation is being made as part of the construction, with no special charge to tenants.

Other Installations Planned

Mr. Dowling said that his company is contemplating similar installations in its other buildings, comprising about 1200 units in the New York area and the 600-unit Westchester Apartments in Washington, D. C. In these buildings, he said, tenants using the systems will be charged some sort of a rental fee, probably on a monthly basis.

Ira Kamin, general manager of Intra-Video, said that the company hopes to have made 30 to 40 installations of its master system as the New York City Investing Co. had brought many inquiries from other realty firms. He also revealed that negotiations are under way for an installation at the 2601 Parkway Bldg. in Philadelphia, comprising 522 apartments.

KDYL-FM Begins

UTAH's Governor Herbert B. Maw and Salt Lake City Mayor Earl J. Glade took part in a brief dedicatory program as KDYL-FM Salt Lake City officially took the air Sept. 14. Owned by the Intermountain Broadcasting Corp., the station is operating six hours daily on Channel 254, 98.7 mc., with 1 kw power.

960

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NBC

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WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Day

5000 Watts Night

BIRMINGHAM, ALABAMA

Triple Trouble

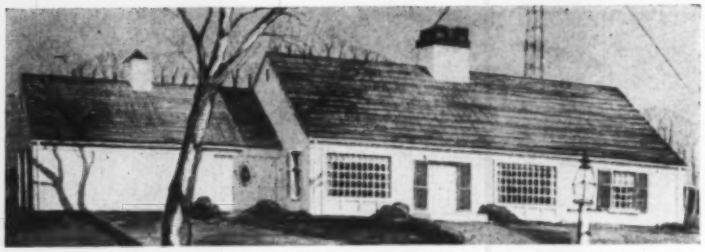
IT NEVER rains but that it pours and it really poured trouble for WINK Fort Myers, Fla., within an eight hour period on Sept. 10. First, General Manager George T. Case was hospitalized for a foot injury inflicted by a power lawn mower. Later, the station's traffic manager, Lucy Wells, and bookkeeper-secretary, Mary Burgandine, became victims of reckless driving when an old jalopy attempted to turn a corner and rolled over on them as they were walking along the sidewalk. Miss Wells was seriously injured with a skull fracture and gashes, and Miss Burgandine, though uninjured, was badly shaken up and confined to bed.

Covers Boat Explosion

ALMOST simultaneously with the explosion of the big river steamer, *Island Queen*, on the Pittsburgh water front Sept. 9, WWSW Pittsburgh interrupted its regular broadcast and broke the news to the city. Within five seconds after the explosion Ray Schneider of WWSW began broadcasting the story. Located in the Keystone Hotel only two blocks from the river front, the WWSW studios made an ideal vantage point for the airing of the tragedy. In addition to the coverage from the studios, a crew of WWSW engineers and announcers took a wire recorder to the scene and interviewed survivors as they were brought off the boat. Complete report of the story was fed to WHP Harrisburg and a casulty list and story was fed to WCKY Cincinnati. Survivors were brought to the WWSW studios and interviewed, and reports from the scene were carried by WWSW throughout the afternoon.

N. Y. Video Workshop

FALL TERM of the Television Workshop of New York began last week, with the largest number of out-of-town students in its history, the school announced. Instructors include Rudy Bretz of CBS television; Max Fleischer, producer of animated films; Chet Kulesza, television production supervisor at BBDO; Edward Stasheff, script supervisor at WNYE; Peter Strand, Television Workshop writer-producer; Vance Hallack, program manager and script editor; Tom Wright, research coordinator at BBDO; Judy Dupuy, editor, and Irwin A. Shane, publisher of *Televiser*. Guest lecturers include Lee Cooley, Charles Durban, Jose Di Donato, Bud Gamble, John Reed King, Harvey Marlowe, James McNaughton and Richard Rawls.



ARCHITECT'S DRAWING shows transmitter of WRFD, new Worthington, Ohio, outlet. Known as "Ohio's Rural Radio Station," WRFD began daytime operation with 5 kw on 880 kc Sept. 14 [BROADCASTING Sept. 15]. Building follows early American architecture pattern.

Georgia Broadcasters Favor Cautious Study of Any Code

ANY CODE OF STANDARDS should be given the most careful study by each individual station owner and then voted on affirmatively by him only if he feels he can operate under it.

That was the sentiment of 37 members of the Georgia Assn. of Broadcasters at a breakfast meeting last Monday at the Shelburne Hotel, Atlantic City, attended by network executives just before the NAB Convention got down to consideration of a code.

Frank ("Red Cross") Crowther, WMAZ Macon, who sounded the keynote for the Georgians, warned against voting for a code "with tongue in cheek" and just as "pap for Congress" to head off greater regulatory legislation.

Ed Kobak, president of Mutual, questioned whether the radio industry could afford not to have a code. "It is apparent that whether justified or not there is great pressure on the industry. Radio must be improved," he said.

Leonard Reinsch, Cox Radio Stations and radio advisor to President Truman, urged that if a code is adopted, it should incorporate a provision for review.

Among other speakers were: Easton Wooley, NBC station relations chief; Lee Jahncke, ABC; Ed A. Buckalew, CBS; Charles Godwin, MBS; Hugh Feltis, BMB; Ed Mullinax, WLAG LaGrange, Ga., and secretary-treasurer of the association; Wilton Cobb, WMAZ Macon; George Storer, WAGA Atlanta, and Sol Taishoff, editor, BROADCASTING. Allen M. Woodall, WDAK Columbus, president of the association, introduced the speakers.

The Georgia group arrived at the convention Sunday in a chartered Pullman. Thirty-seven members representing 30 stations in the state made the trip.

HAYLOFT HOE-DOWN

BMI's Reiter Sweated It Out, All for Horse's Sake

NAB BANQUETERS at the annual dinner Tuesday evening at Convention Hall, Atlantic City, don't know the trouble it took to put the Palomino horse on the stage for the climax of the WFIL "Hayloft Hoe-Down" presentation—but Hy Reiter, BMI publicity director, sweated it out and could tell them about it.

Since BMI arranged the entertainment, Mr. Reiter felt he would be responsible for injury to the fine animal if it slipped on the mosaic tiles in the hallway backstage. He personally chiseled off the iron horseshoes so the animal could get a better grip on the floor. When the show was over, the Palomino was led away "barefoot" to his van. Mr. Reiter, who did not study blacksmithing at New York U., breathed a sigh of relief.

Radios Should Harmonize With Home, Masters Says

RADIO SETS, as integral parts of home furnishings, should be modern and functional, Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corp., told Midwest distributors and dealers meeting at Chicago's Drake Hotel, Sept. 15.

"Cabinets which mar the appearance of any room are a thing of the past," he said.

Stewart-Warner expects to manufacturers in excess of 350,000 receivers this year, Sam Insull Jr., manager of the radio division, declared at a luncheon for the distributors. Approximately 17% are expected to be combination AM-FM and record player sets, he said. The company will manufacture 5,000 television receivers in 1947 and expects this amount to be increased "considerably" in 1948 according to Mr. Insull.

CBS Fall Package

FALL PROMOTIONAL package has been distributed by CBS to all affiliated stations. Bright red all-in-one package, which weighs about 19 pounds, contains full data on all CBS shows and talent, in addition to advertising copy, mats, glossy prints, and biographical material. Detachable card index is provided as permanent guide to CBS shows for promotion by network's affiliates. Package was designed by William Golden, CBS associate director of advertising and sales ropmotion.

1-KW WARC ROCHESTER ON 950 KC JOINS ABC

WARC, 1-kw fulltime outlet on 950 kc at Rochester, N. Y., planning to start operations Nov. 1, will become an affiliate of ABC, according to Samuel W. Townsend, president of the licensee, WARC Inc., and general manager of the station. Mr. Townsend, a Navy veteran with 22 years of continuous service as a radioman in the U. S. Naval Reserve and a total of 26 years' experience in radio, said WARC is taking over the studio and office space in Rochester's Hotel Sheraton formerly occupied by WHAM. WHAM is moving to its Radio City building on the Stromberg-Carlson Co. grounds. The WARC transmitter is located on a farm at Brighton, N. Y.

Mr. Townsend

Key men on the WARC staff, in addition to Mr. Townsend, are Frederick L. Essex, former radio talent buyer with Ruthrauff and Ryan, program director and production manager; Robert Emch, associated with Mr. Townsend for nine years, chief engineer, and Harland M. Evans, of Pittsford, N. Y., commercial manager. Stockholders and officers include Mr. Townsend, president and treasurer; Marjorie A. Clipp, wife of Roger W. Clipp, general manager of WFIL Philadelphia, vice president; Stuart M. Frame, Rochester business man, vice president, and Wanda E. Townsend, secretary.

WARC will be represented nationally by the Katz Agency Inc., New York.

Danger of Drop in U. S. Radio Exports Minimized

THE DANGER of a sharp drop in exports of American-made radio sets was minimized last week by John E. Burke, chairman of the export committee of the Radio Manufacturers Assn. Mr. Burke spoke at a two-day meeting of the RMA export managers at the Hotel Roosevelt in New York.

Mr. Burke explained that the leveling-off of receiver exports in recent months was due to a scarcity of dollar credits in European countries, to embargoes instituted by nine South American republics, and also because of monetary exchange difficulties.

He disclosed that the RMA plans to institute an "educational program" to convince foreign buyers that radio receivers are an essential commodity and therefore should be imported freely. At the same time, Mr. Burke said, the RMA will point out to foreign customers that American radio manufacturers can turn out sets for export that are better made and less expensive than receivers being made abroad.

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It's The Joe Hernandez Show

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1. The Highest Hooper, six nights weekly, of any like show in radio!
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RADIO STATION REPRESENTATIVES

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MONTREAL • WINNIPEG TORONTO

FMA Convention

(Continued from page 42)

never have to believe that. . ."

The congressman disclosed also that Mr. Petrillo has promised to sign an agreement, effective Sept. 20, permitting school and service musical groups to record and broadcast as they had before the AFM banned such activities by non-union musicians. Earlier at the luncheon meeting Maj. E. H. Armstrong, inventor of FM, was presented with a scroll by President Roy Hofheinz as the first lifetime member of the FMA.

At the first annual FMA banquet in the Roosevelt's grand ballroom Friday night, Mr. Hofheinz announced the award of FMA scrolls to the following: Jack Gould, "militant radio editor of the *New York Times*" for his services to the FM industry; Rep. Carroll Kearns, for his legislative efforts on behalf of the industry during 1947; Cyril M. Braum, chief, FM Broadcast Division of the FCC; Wisconsin U., for establishing the first non-commercial FM network; Mr. Dillard, for establishing the first commercial FM network; Jerry Rankin, radio editor, *Billboard*, presented that magazine's promotion awards to WFMR New Bedford, Mass., W122 Wilkes-Barre, Pa., and WKNB New Britain, Conn.

FM Consciousness

Mr. Dillard later addressed the banqueters in a speech which was carried by the Continental Network. He declared that a tour of New York stores had convinced him that the country's largest city "is now FM conscious," and said that radio-wise, as New York goes so goes the nation. He predicted that many regional FM networks soon will be in operation, and disclosed that further expansion of Continental, possibly to Chicago and to Florida, is imminent.

Mr. Dillard's speech was followed by the first commercial broadcast over an FM network, the *Stromberg-Carlson Treasury of Music*, featuring a program by the 50-piece Rochester Civic Orchestra originating in the Continental Network studios of the sponsor's station, WHFM Rochester. Major Armstrong addressed the radio audience in a local cut-in. The FM inventor told of Stromberg-Carlson's pioneering in FM set production, in 1939, and declared: "One thing is certain, nothing can stop FM now!"

Dinner meeting also was addressed by Paul A. Walker, FCC vice chairman, who promised that the Commission will insist that holders of FM construction permits either act promptly or forfeit those grants. FM has "no room for the dog in the manger," he declared [BROADCASTING, Sept. 15]. Continental Network also carried Commissioner Walker's talk.

Max F. Balcom, president, Radio Manufacturers Assn., told the meeting that the manfacturers have a big stake in FM as well as the FM broadcasters, and gave an encouraging picture of increased production of FM receivers [BROADCASTING, Sept. 15].

After the formal meeting Friday night many FMA broadcasters who had expressed interest in affiliation with Continental remained behind while Mr. Dillard and Hudson Eldridge, business manager of the network, explained their organization's operation and distributed affiliate application forms.

Clinic on Selling FM

At a Saturday morning clinic on "Selling FM—Here's How," Mr. McNulty, WMCP Baltimore, pointed out that while FM sets are not so numerous as AM, the FM receiver is usually in the living room, and therefore the most important set in the house. He said today's FM owners are the most discerning members of the upper income group, providing a good market for quality merchandise with a minimum of waste coverage.

E. Z. Jones, WBBB-FM Burlington, N. C., described the success his station has had by using novelty advertising, such as painting the call letters on girls' legs, paying parking meter fees for motorists, etc.

Joe Stovall, WKRC Cincinnati, described the overall merchandising operation which that station offers its advertisers, including two daily broadcasts, newspaper ads, car cards and outside car posters, point-of-sale reminders, a fan magazine distributed by 2,200 retail grocery and drug stores, plus special merchandising to dealers. WKRC's new FM station, WCTS, will follow the same plan of client cooperation, he said.

Bill Bryan, KMUS Muskogee, Okla., stressed the importance of good programming if FM set owners are also to be regular FM listeners, stating that good local sports and news coverage are putting FM over in many localities. George Arnold Jr., WTAD-FM Quincy, Ill., urged FM broadcasters to avoid duplication of AM programs, explaining that his station is scheduled competitively to its AM affiliate. "If they don't listen to WTAD we want them to listen to WTAD-FM," he said.

Saturday afternoon, closing day of the convention, more than 100 FM broadcasters were taken in busses from convention headquarters at the Roosevelt to Alpine, N. J., site of Major Armstrong's pioneer FM station and research laboratory, for a tour of inspection.

MASS BROADCAST

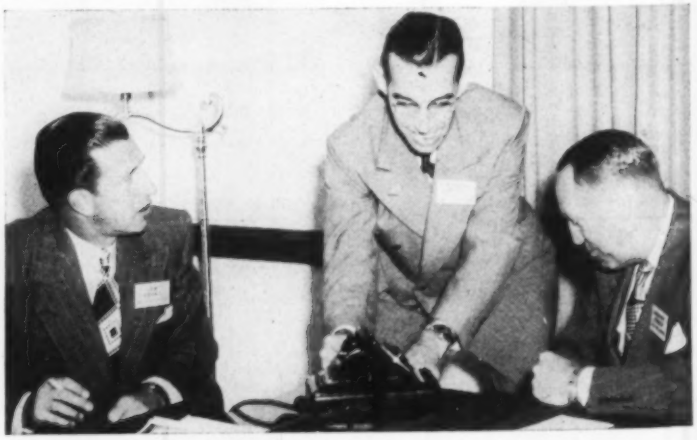
WACE Airs Special Service From Monastery

WACE Chicopee, Mass., broadcast an outdoor Solemn Pontifical Mass from grounds of the Dominican Monastery in West Springfield, Mass., on Labor Day morning.

The mass was to celebrate the silver anniversary of the founding of the Monastery of the Mother of God. A special altar for the occasion was built in front of the monastery at a cost of over $25,000.

Telephone lines were run from the road to the rear of the altar, all lines running underground. WACE's engineers and broadcast equipment were located so strategically that they could not be seen by the congregation but could pick up the entire mass. Eight microphones were used for the two hour mass which included singing by the Diocesan Priests Choir of seventy voices.

In charge of technical arrangements was Ralph J. Robinson, WACE chief engineer.



WINTER PROGRAM plans of KTSM El Paso, Tex., get a going-over as Karl Wyler (center), vice president and general manager of the station describes them to visiting executives from NBC's Western Division in Hollywood. L to r: Lou Frost assistant to Sidney N. Strotz, NBC vice president; Mr. Wyler; Jennings Pierce, public service and station relations manager of the Western Division. The network joined in a city-wide celebration of KTSM's 18th anniversary and programs dedicating station's new $180,000 building.

IN THE PUBLIC INTEREST

Fund for Playground

DOOR-TO-DOOR campaign has been conducted by citizens of Midwood, N. C., suburb of Charlotte, in an effort to raise money for a much needed playground for the community. This campaign resulted in about one-fifth of the needed amount and the playground seemed doomed to failure until officials of WBT Charlotte stepped in and offered assistance. WBT began its part of the drive Sept. 10 with a discussion of the project on *What's On Your Mind*, a weekly half-hour broadcast devoted to civic problems. Further plans include scheduled five-minute talks by local ministers, school leaders and parents; spot announcements of the needed amount, and various appeals by WBT talent groups. Charles H. Crutchfield, WBT general manager, says "If we can assist one community in reaching this goal—and I'm sure we can—our efforts will in all probability encourage other communities to embark on similar projects."

* * *

Friends for Irish Bride

DURING a recent broadcast of the CBS *Hint Hunt* program, Chuck Acree, m.c., interviewed Mrs. Julie Searles of Ireland, who had been in this country less than two months. She was invited to participate as the "newest bride" contestant, and told the audience that, though she was happy to be in this country with her new husband, she was homesick and lonesome for friendship with other Irish girls. Four other Irish war brides who were listening, telephoned WBBM Chicago, CBS outlet, and left their phone numbers for Mrs. Searles. Thanks to *Hint Hunt*, the Irish War Brides' Club of Chicago is now being organized.

* * *

Citizenship Awards

OUTSTANDING contributions made by Maryland citizens to the progress and welfare of their state and nation will be recognized by WBAL Baltimore, in a series of "awards for outstanding achievement." Awards will be in the form of plaques and will be presented to those citizens who have contributed to the health, happiness and progress of mankind, by the judgement of a committee who will pass on those deserving the honor. Awards will be presented for progress in realms of activity including education, government, civic activities, social welfare, agriculture, science, medicine, art, music, drama, literature, women's activities, business and industry. Presentation of the awards will be made with appropriate ceremonies on dates to be announced.

* * *

AS DURHAM, N. C.'s mayor, W. F. Carr, pushed a button, WHHT, the city's MBS affiliate commenced full-time operation on Sept. 7. WHHT had been a daytimer since it took the air Aug. 6, 1946. Participating in the inaugural ceremony (l to r): Kenneth Beachboard, station manager; Harold H. Thoms, owner of WHHT, and Mayor Carr.

Aids 'Parade of Dimes'

CAMPAIGN of the Canadian Legion "Parade of Dimes" was promoted by CKVL Verdun with the staging of a *Housewives Holiday* program from a stage on the local square. Members of the staff interviewed persons in the crowd, and Corey Thomson, CKVL station manager, in a complete chef's outfit, made and sold pancakes to the highest bidders. Over $150 was raised by the station for the fund.

* * *

Fire Prevention Drive

IN AN EFFORT to forcibly demonstrate the great cost of fires to the city alone, WLOW Norfolk, Va., with the cooperation of the director of public safety and the Norfolk Fire Dept., Sept. 1 taped over all speedometers of the Fire Dept. vehicles so that the mileage could not be determined. Tape will be removed at midnight on Sept. 30, and the people will be advised of the total number of miles the Norfolk Fire Dept. has travelled in the city during the month. Each day false alarms and fires of carelessness are broadcast in a report which also gives the cost of such unnecessary trips. To further interest, WLOW is awarding a 1947 Majestic radio-phonograph to the listener who guesses closest to the total number of miles the Fire Dept. travelled during the month.

* * *

Recruits Blood Donors

AID of radio in obtaining blood donors at times of crises was again demonstrated recently by WIP Philadelphia and WPIK-WPIK-FM Alexandria, Va. Officials of Cooper Hospital, Camden, N. J., needing blood for a patient, contacted Camden police, who in turn called Philadelphia police to send a squad car to WIP at 3:53 a.m. to ask Joe McCauley of the station's all-night *Dawn Patrol* show to air the story. Mr. McCauley had broadcast three announcements when the hospital called and asked him to discontinue the appeal as innumerable offers had been received. On Sept. 9 the Circle Terrace Hospital in Alexandria called WPIK and WPIK-FM with a similiar problem. An announcement was put on the air immediately and repeated a few minutes later. The response was so great there, that a third announcement was aired asking that no more calls be made to the hospital as sufficient donors had responded.

ABC 4th ANNIVERSARY
American Broadcasting Company

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

Yes, It's NEW
in
SPOKANE, WASHINGTON

Since September 1st
K N E W
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network

★ Newest Equipment
★ Most Modern Studios
★ Experienced Personnel

"Reach the Rich Inland Empire With KNEW"

HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives

AGAIN C. E. HOOPER says:
"WCPO is FIRST in CINCINNATI"

AGAIN NO OTHER HAS MORE LISTENERS

AGAIN WCPO RATES 1st IN LISTENERS

AUGUST 1947 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
TOTAL RATED TIME PERIODS	30.6	12.2	15.2	22.8	18.2

ASK BRANHAM FOR FIGURES

Affiliated with the CINCINNATI POST

WCPO

LOST and FOUND DEPT.

"I might have to call on WFDF Flint to help me."

RWG AND 3 NETWORKS DELAY CHICAGO TALKS

CONFERENCES between Chicago Radio Writers Guild and ABC, NBC and CBS have been postponed several weeks, Ben Meyers, Chicago RWG counsel, has announced.

The attorney took issue with network stand that the Guild does not represent a majority of continuity writers at NBC, declaring that it represents a majority at each of the networks involved and that they (the networks) "had been stalling" pending effectiveness of Taft-Hartley Act. An NBC spokesman had indicated earlier that the network would be willing to consider any RWG proposals when the union was able to comply with Taft-Hartley majority provisions. Guild has been able in the past to effect contracts without recourse to elections to prove its representation.

Mr. Meyers declared that the Guild has been attempting to negotiate contracts for more than a month now and that responsibility for continual postponement lies with the networks who apparently, he said, want to bring the matter before the NLRB. Approximately a dozen continuity writers are employed by the three networks in Chicago.

NEW SPONSOR for *Vox Pop*, which opens its 16th year Oct. 1, is American Express Co., whose vice president in charge of financial sales, Harry Stetser (seated, l) explains to principals and staff members of show and to sponsor and agency representatives how company plans to use *Vox Pop* as first coast-to-coast radio promotion of Travelers Cheques. Show heard Wed., 8:30 p.m. (EST), will be carried by 167 ABC stations, and first program will be aired from WCAE Pittsburgh. Seated (l to r): Mr. Stetser; Parks Johnson and Warren Hull, *Vox Pop* stars; Bryan Warman, account executive of J. M. Mathes., agency which arranged sponsorship deal. Standing (l to r): Buzz Willis, of *Vox Pop* staff; Harry Ommerle, of A. S. Lyons, *Vox Pop* agents; John Bates, Mathes radio director; Robert R. Mathews, general manager, American Express advertising department; Wilfred S. King, vice president and general manager of Mathes.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region **
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** In a postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

ON RADIO EDITORIALIZING

'Post' Cautions Broadcasters To Use Their Freedom —Well; Waldrop Suggests Spitting at FCC—

FCC'S ORDER calling a hearing on radio's right to editorialize brought prompt reaction from two Washington, D. C., newspapers.

The *Post*, affiliated with WINX Washington, saw editorial opinion on the air as "already far advanced," and cautioned broadcasters to use their freedom well.

Frank C. Waldrop, *Times-Herald* columnist, was more militant. Quoting from FCC's order on the hearing, he declared: "That, for unmitigated gall, just about surpasses any censorship project the government has ever undertaken in war or peace. If radio doesn't spit in the FCC's eye for that one it will deserve exactly what will then happen to it."

The *Post* ascribed the Mayflower doctrine to scarcity of frequencies, but foresaw the time—"no doubt soon"—when supply will exceed demand. The editorial added:

Of course when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. . . Licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency. And in that happy time, broadcasters, we think, should be quite as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest.

We fancy in any case, that the development of editorial opinion on the air ought to come gradually—that it has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well.

Mr. Waldrop queried pointedly in his *Times-Herald* column:

Wherein does it violate the public interest, necessity or convenience for a radio station to try to influence people's mind? Members of the FCC do it. Presidents do it. Senators do it. Members of the House do it. Drugstore cowboys and cracker-barrel philosophers do it.

We have a political country here and a national habit of chewing the fat on any and all occasions. Why is it all right for a Roosevelt or a Truman or a Taft or a Dewey to take a national hookup and be advocates of this or that, but not all right for a radio station operator to have his own little try at the game? . . . If radio will only shoot a little fighting blood into its veins and take on the FCC in a knockdown dragout battle to the death for freedom of speech, it will win.

CAB Board Meet

BOARD OF DIRECTORS of Canadian Assn. of Broadcasters is to meet at Toronto on Oct. 27 and 28. Agenda will include picking 1948 national convention dates and place. It is understood that board will discuss holding convention at Manoir Richelieu, Murray Bay, Que., early in June. Other questions to come up will be results of CBC board of governors meeting at Calgary, Sept. 17, and recommendations made by Parliamentary Committee regarding three year licenses and increased license fees.

THE FOUR staff writers of the Jack Benny program, sponsored by American Tobacco Corp., Sundays on NBC, have signed up for their fifth successive year on the show, which returns to the air Oct. 5. Writers are Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

When It's **BMI** *It's Yours*
Another BMI "Pin Up" Hit—Published by Stevens Music
TE-NN-E-SS-EE
On Transcriptions: LANG-WORTH—Four Knights; ASSOCIATED—George Towne.
On Records: Charlie Spivak—Victor 20-2422; Blue Barron—MGM 10058.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 65)

Applications Cont.:

AM—1450 kc

KGFF Shawnee, Okla.—CP for reinstatement of CP which authorized installation of new vertical ant. to make changes in vertical ant. and mount FM ant. on AM tower.

AM—580 kc

The Patriot Co., Harrisburg, Pa.—CP new standard station 580 kc 5 kw DA-N. AMENDED to make changes in DA and change trans. location. AMENDED re directors, officers and stockholders.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP which authorized new standard station, for extension of commencement and completion dates.

WWSR St. Albans, Vt.—Mod. CP, as mod., which authorized installation new trans. for extension of completion date.

License for CP

KNEW Spokane, Wash.—License to cover CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. and studio locations, to specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

KFBC Cheyenne, Wyo.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSMO-FM San Mateo, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGAA-FM Cedartown, Ga.—Mod. CP which authorized new FM station to change trans. site, ant. height above average terrain to 680 ft.; make changes in ant. system and change commencement and completion dates.

WFMF Chicago—Mod. CP, as mod., which authorized new FM station to change type trans. and make changes in ant. system.

WFJS Freeport, Ill.—Mod. CP which authorized new FM station for extension of completion date.

WTCN-FM Minneapolis—Same.
WNBF-FM Binghamton, N. Y.—Same.
WIST Charlotte, N. C.—Same.
WPAY-FM Portsmouth, Ohio—Same.
KMUS Muskogee, Okla.—Same.
KRIC-FM Beaumont, Tex.—Same.
KERA Dallas, Tex.—Same.
WCOD Richmond, Va.—Same.
WRJN-FM Racine, Wis.—Same.
WDUL Superior, Wis.—Same.

Assignment of CP

WFHR-FM Wisconsin Rapids, Wis.—Voluntary assignment of CP, as mod., which authorized new FM station to William F. Huffman Radio Inc.

Remote Pickup

Radiohio Inc., Columbus, Ohio—CP new remote pickup station on 152-162 mc, power 50 w, emission A3 and hours in accordance with Sec. 4.403.

KRLD Radio Corp., Dallas, Tex.—CPs two new remote pickup stations, on 156.75, 158.4, 159.3, 161.1 mc, power 10 w, emission A3 and hours in accordance with Sec. 4.403.

TV—174-180 mc

The Yankee Network Inc., Boston—CP new commercial television station, Channel 7, 174-180 mc, power vis. 5 kw aur. 2.5 kw and unl. AMENDED to specify trans. location.

License Renewal

Applications for renewal of remote pickup broadcast stations license filed for KABH WAIN WEKI WERB.

Applications for renewal of standard broadcast stations license filed by KEEN KWYO WALA WAWZ WSYB.

TENDERED FOR FILING

AM—1340 kc

Shelley Radio-Electric Co., Needles, Calif.—CP new standard station 1340 kc 250 w unl.

Assignment of License

WMJM Cordele, Ga.—Consent to assignment of license to James S. Rivers d/b as Southeastern Bcstg. System.

Assignment of CP

WEMB San Juan, P. R.—Consent to assignment of CP to El Mundo Bcstg. Corp.

License Renewal

Applications for renewal of relay stations license filed for: KPLM WAAJ WAID WATB WAUQ WAXE WCBJ WEHQ WEIE WEIH WEII WGBH WGBE.

TENDERED FOR FILING

Assignment of License

KGER Long Beach, Calif.—Consent to assignment of license of KGER and CP KOMB (FM station) to Dana Latham, executor of estate of C. Merwin Dobyns, deceased.

AM—1600 kc

The Chesapeake Bcstg. Corp., Havre de Grace, Md.—CP new standard station 1600 kc 500 w D.

Modification of CP

WHOM Jersey City, N. J.—Mod. CP to change trans. location and make changes in DA-DN, 5 kw on 1480 kc.

Modification of CP

WQXQ New York—Mod. CP, as mod., which authorized changes in FM station to change type trans., make changes in ant. and change commencement and completion dates.

WJKT Johnstown, Pa.—Mod. CP, as mod., which authorized new FM station to change ERP to 2.4 kw; ant. height above average terrain to 1072 ft., make changes in ant. system and change commencement and completion dates.

SSA—920 kc

KELP El Paso, Tex.—Request for SSA to operate additional hours from regular sign-off time to broadcast special events, with power of 1 kw on 920 kc.

Modification of CP

KTSA San Antonio, Tex.—Mod. CP install new trans., change trans. location and make changes in DA and install FM ant. on AM tower.

Assignment of License

KWFT Wichita Falls, Tex.—Consent to assignment of license and CP of KWFT-AM, CP KWFT-FM and licenses of relay stations KPAK KWFR to KWFT Inc.

September 11 Decisions . . .

DOCKET CASE ACTIONS

AM—1230 kc

The Commission announced proposed decision looking toward denial of application of James A. Noe for mod. of CP for KNOE Monroe, La., to change from 1230 kc 250 w unl. to 1390 kc 5 kw DA-N. (WNOE is presently licensed for 1450 kc 250 w unl., with outstanding CP for 1230 kc 250 w unl.)

AM—930 kc

Announced proposed decision looking toward grant of application of Elyria-Lorain Bcstg. Co. for new station at Elyria, Ohio, 930 kc 1 kw unl. DA and application of Michigan Bcstg. Co. for new station at Battle Creek, Mich., 930 kc 1 kw unl. DA; and denying application of Leonard A. Versluis to change assignment of WLAV Grand Rapids, Mich., from 1340 kc 250 w unl. to 930 kc 1 kw unl. employing DA-N.

BY A BOARD

Transfer of Control

KXLE Ellensburg, Wash.—Granted consent to transfer control of Central Washington Bcstrs. Inc. from R. L. Rutter Jr. to Goodwin Chase Jr. by sale of his 75 shares for $10,731.

Assignment of License

WCOL Columbus, Ohio—Granted consent to assignment of license of WCOL and CP for FM station from Lloyd A., Martha P., Milton A. and Grace M. Pixley, to Lloyd A., Martha P. and Grace M. Pixley.

Modification of CP

KJAY Topeka, Kan.—Granted mod. CP (in accordance with conditions of grant) to reduce N power from 5 kw to 1 kw, approval of DA, install new trans. and change trans. location; subject to approval of trans. site and antenna system by CAA.

Conditional FM Grants

Authorized conditional grants for five Class B FM stations. Authorized CPs for one Class A and three Class B FM outlets and CPs in lieu of previous cond. for four Class B stations. See story BROADCASTING, Sept. 15.

Cancellation of FM CPs

Midwest Bcstg. Co., Mount Vernon, Ill.—Granted request for cancellation of FM CP for new Class B station; application dismissed.

Patriot Co., Harrisburg, Pa.—Granted request for cancellation of FM CP for Class B station; application dismissed.

TV—180-186 mc

Lacy-Potter Television Bcstg. Co., Dallas, Tex.—Granted CP for new commercial television station; Channel 8, 180-186 mc; power (vis) 35 kw (aur) 18.5 kw; ant. height above average terrain 489 ft.

September 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KRNO San Bernardino, Calif.—Mod. CP which authorized new standard station for extension of completion date.

License for CP

WKLY Hartwell, Ga.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHBF Rock Island, Ill.—Mod. CP which authorized changes in DA and mount FM ant. on top of AM tower, for extension of completion date.

KXLL Missoula, Mont.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WCSR Cobleskill, N. Y.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

WWSO Springfield, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KSIW Woodward, Okla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

SSA—1120 kc

KCLE Cleburne, Tex.—SSA to operate from regular sign-off time to approx. 10 p.m. (CST) on various evenings from 9-12-47 and ending in no event later than approx. 10 p.m. (CST) 11-28-47, as specified in Form 317, on 1120 kc 250 w.

AM—1340 kc

WGH Newport News, Va.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KYAK Yakima, Wash.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WVVW Fairmont, W. Va.—Voluntary assignment of CP from J. Patrick Beacom, Jennings Randolph, Timothy P. Beacom, Robert L. McCoy and Clarence E. Smith, partnership d/b as Fairmont Bcstg. Co. to Fairmont Bcstg. Co.

License for CP

WCOM Parkersburg, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WRJN Racine, Wis.—Mod. CP which authorized installation of new ant. to support mast for FM ant. for extension of completion date.

KHRB Beverly Hills, Calif.—Mod. CP which authorized new FM station for extension of completion date.

FM—97.9 mc

Maranatha Bcstg. Co. Inc., Los Angeles—CP new FM station (Class B) on Channel 250, 97.9 mc, ERP 9.8 kw and ant. height above average terrain 1,156 ft.

Modification of CP

WRGA-FM Rome, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—96.7 mc

L. W. Andrews Inc., Davenport, Iowa—CP new FM station (Class A) on

(Continued on page 73)

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

MYSTERY IS MY HOBBY

the radio show that earned a

9.1 HOOPER

on NBC West Coast Network

STARRING

GLENN LANGAN

star of

FOREVER AMBER

(the picture everyone is waiting for)

and Many Others

20th Century-Fox Pictures

"MYSTERY IS MY HOBBY"

now available transcribed at these amazingly low prices:

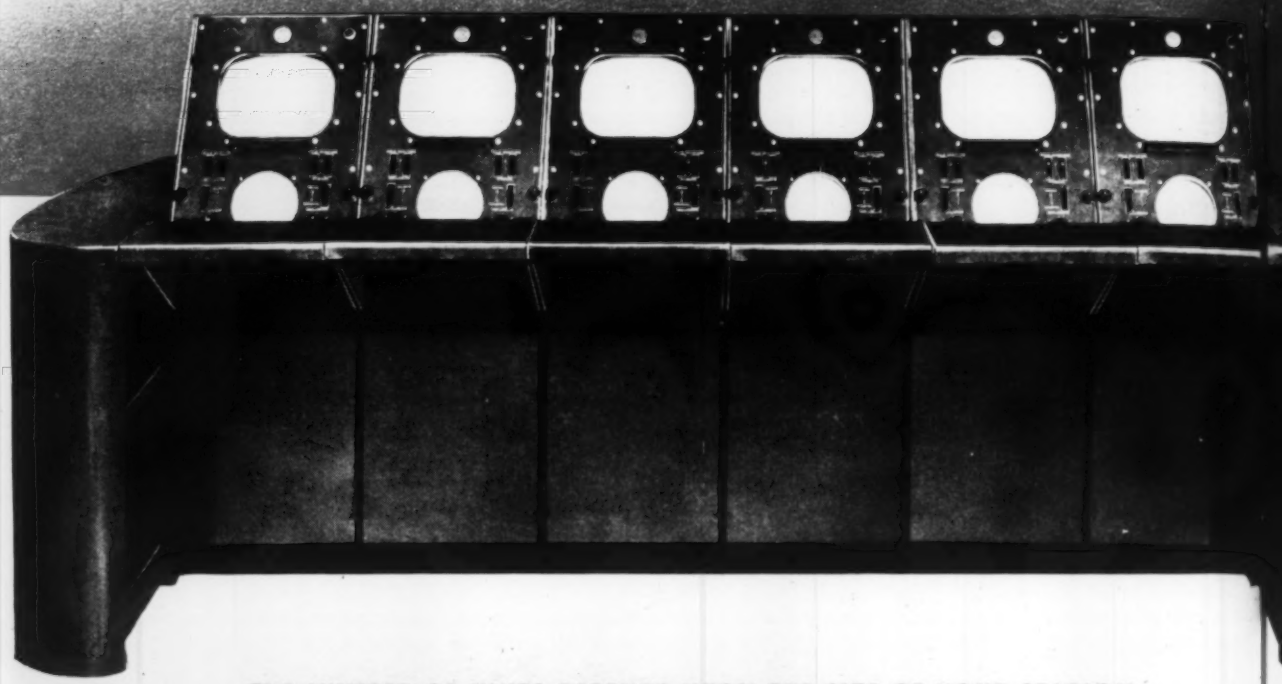
Population	Price
Under 10 M	7.50 Net
10-15M	10.00 "
15-25M	15.00 "
25-40M	20.00 "
40-65M	25.00 "
65-100M	32.50 "
100-150M	37.50 "
150-300M	42.50 "
300-500M	50.00 "
500-750M	62.50 "
750-1 Million	75.00 "
Detroit	100.00 com.
San Francisco	100.00 "
Philadelphia	125.00 "
Chicago	200.00 "

30 Half-hour Programs

LAWSTON PRODUCTIONS

6700 Sunset Blvd.
Hollywood 28, Calif.

Now... a deluxe

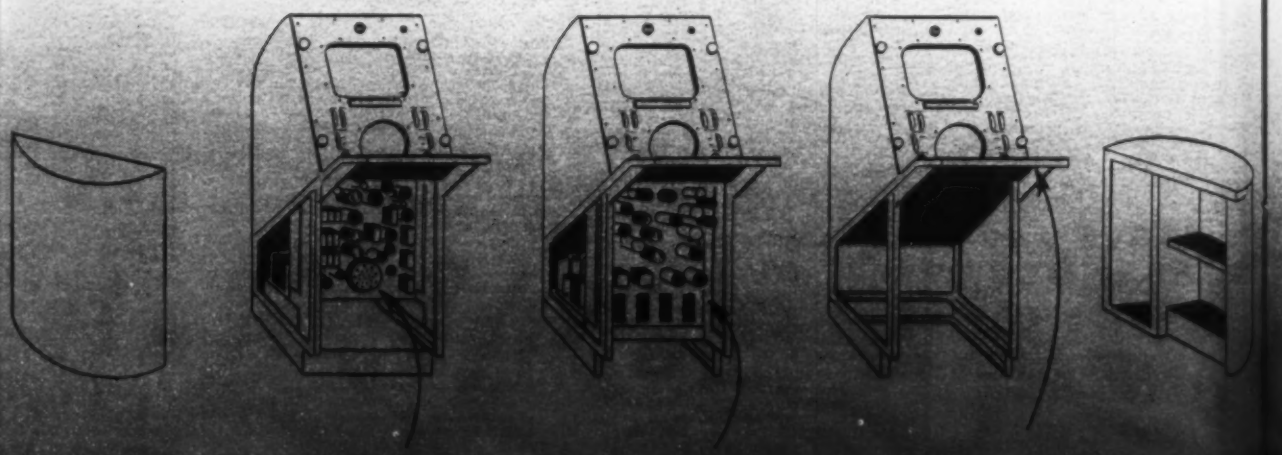


THE NUMBER OF UNITS DEPENDS UPON THE SIZE OF YOUR STATION

CAMERA MONITOR SECTION
(ONE FOR EACH STUDIO AND FILM CAMERA)

PROGRAM MONITOR SECTION

PREVIEW MONITOR SECTION



HOUSING END SECTION (LEFT END)

CAMERA CONTROL UNIT

CAMERA SWITCHING UNIT

ON-THE-AIR CAMERA SWITCH

HOUSING END SECTION (RIGHT END)

Studio Console

for smooth video programming

Includes every practical facility and refinement for monitoring, dissolving, fading, and switching.

HERE'S THE CONSOLE that puts all electronic aspects of television programming "under control." It is already in production at RCA.

It contains everything needed to monitor, control, and switch the outputs of several studio cameras, film cameras, and network lines. Ten-inch Kinescopes provide for direct picture monitoring; five-inch oscilloscopes for checking video signal components. It's easy to increase picture brilliance, adjust contrast and focus, and provide proper shading.

Complete switching facilities centralize the selection of all video program material . . . permit push-button control of closeups, long shots, film commercials, station breaks, fadeouts, dissolves, wipes, special effects, and network programs.

Engineered with an eye to the future:

The number of units in the video console depends upon the size of your station. RCA's "add-a-unit" design gives you a compact, unified console, whatever your requirements . . . permits easy and economical addition of extra units as your station expands . . . without discard of any original equipment.

To co-ordinate all programming directions, provision has been made for telephone communication between key studio personnel and console operators.

This console, we believe, is a real contribution to convenient video control . . . another step by RCA to assure smoother studio programming . . . more interesting, more dramatic telecasting. We'll be glad to make specific recommendations for your station. Write Dept. 18-I.

Normally, two operators handle a 5-monitor console . . . one selects the "on-the-air" signal at the request of the program director; the other has technical control of the individual cameras.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

KOA FM

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
•
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

BILL LAMAR, former assistant public relations manager for San Antonio Transit Co., has joined KTSA San Antonio, promotion and merchandising manager.

JESSIE STEARNS, director of press information at WEAM Arlington, Va., attended United Nations meetings at Lake Success to gather material used last week, in conjunction with UN Week, as guest on **MARGARET LOCKWOOD's** program Sept. 15 on WEAM.

LEROY EDWIN STRUBLE Jr., promotion manager of KOY Phoenix, is the father of a boy, Leroy Edwin III.

JOHN McENANEY, staff announcer of WIZE Springfield, Ohio has transferred to promotion and continuity departments of that station.

BERT BRILLER, member of WOR New York publicity staff, beginning in October will write a "Radio Roundup" department for Reader's Scope magazine.

ELL HENRY, publicity manager of ABC Central Division, has returned to his desk after a month's absence during which he underwent foot surgery to repair an ankle injury incurred several

PROMOTION

WFIL-TV Welcomed

FULL-PAGE advertisements in Philadelphia newspapers were placed by Philco television station, WPTZ, to welcome WFIL-TV Philadelphia to the television field when WFIL started regular program service Sept. 13. Said the advertisements: "WPTZ congratulates you on your decision to become an important part of this great new industry. We of WPTZ look forward to the time when other stations will join with WPTZ and WFIL-TV in bringing this marvelous new type of entertainment into the homes of our city."

Knitting Contest

CONTEST for the best knitted children's garments is being conducted by "The Guiding Light" on CBS and co-sponsored by Smart Knitting Magazine. All garments sent in will be sent to Europe's destitute children. Valuable prizes such as an Emerson Television Radio, a Westinghouse Refrigerator or a Launderall Washing Machine will be awarded to winners. Following organizations are cooperating with the contest: American Red Cross, Salvation Army, National Catholic Welfare Conference, Church World Service, Women's Division of the American Jewish Congress, American Women's Voluntary Services, and United Service to China.

Sportsman's Trophies

SPORTSMAN'S TROPHIES were presented to two outstanding baseball players of the Charleston Rebel Ball Club, by WFAK Charleston, S. C., before last home game of the Rebels this year. Poll was conducted by Alan Wester, WFAK sports director, several weeks before season ended, to pick the outstanding pitcher and best all-around player of the team. Awards were made as special feature on daily sportscast.

Slogan Contest

SLOGAN contest, grand prize of which is completely equipped kitchen up to $5,000, was started Sept. 21 by Swift & Co. on 8:15-45 a.m. segment of "Breakfast Club" over ABC. Under terms of contest, last line must be added to following jingle: "Swift's Cleanser's America's finest. It's scratchless and speedier, too. It cuts all the grease in an instant. . . ." Last line plus name and address of sender must be submitted on reverse side of one of two labels from cans of Swift's cleanser. Closing date is Oct. 25. Agency: Needham, Louis & Brorby, Inc., Chicago.

Special Edition

IN CELEBRATION of its 25th anniversary, CKAC Montreal is preparing a special supplementary edition to be published by La Presse on Sept. 27. Edition will contain congratulatory advertisements, various articles dealing with the art of broadcasting and photos concerning radio that have been accumulated from paper's morgue going back 25 years ago. Special edition also will contain documentary material and articles dealing with radio's future and recent developments. Station is using silver and green stickers, bearing its call letters, on all outgoing mail.

Bugle Bombs

AN ARMY BOMBING stunt by WCAU Philadelphia jointly promoted the station's morning record show, "The Bugle Call," and the Philadelphia Army and Air Forces Recruiting program. Bombing took place early this month when 40,000 dye-cut paper bugles were dropped from two single-engine planes. Copy on one side of the bugles carried the Recruiting Office's message while the reverse side plugged the "Bugle" program. Bugles, 12 by 4 inches, were dropped over seven key areas in the city.

KVOA Radio Course

DURING October, KVOA Tuscon will conduct a radio course, without charge, for teachers. Convening Tuesday and Thursday evenings during that month, seminar will stress programming and technical aspects of radio production. In addition, key personnel of NBC and Arizona Broadcasting System are due to discuss the most effective ways to utilize medium in classrooms, according to R. B. Williams, station general manager.

Personal News Service

NEWS SUMMARIES to be given at luncheon meetings of local clubs has been started by WKZO Kalamazoo, Mich. Summaries consist of national, state and local news, compiled and edited in WKZO newsroom, and delivered in person by John Rhodes of station's news staff.

Allen Aids in Promotion

PROMOTION for MBS's new co-op show, "Information Please," was staged Sept. 12 by WBTA Batavia, N. Y., with an interview with Fred Allen, who will be guest on the show Sept. 26. Mr. Allen was spending a few days at Dansville, 30 miles from Batavia, and was contacted by Bernie Sandler of WBTA. After announcement that Mr. Allen would appear on the station, local response was so great that it was decided to put the interview on wire-recording for presentation after extensive build-up of the feature. Show plugging "Information Please," Mr. Allen's own NBC show, and the city of Batavia was aired Friday night. After show, Mr. Allen returned with police escort to Dansville.

Mailman Contest

CONTEST to pick the "Most Popular Mailman in North Jersey" was staged recently by WPAT Paterson, N. J., on behalf of one of its clients, Prentis Clothes. Climax of contest was a Block Party Sept. 4 attended by 11,000 spectators. Station reports that contest resulted in receipt of 51,000 votes within four weeks time.

The 8-Ten Spot

TEASER campaign built around the phrase "Something's Up At The 8-Ten Spot," has been set up by KCMO Kansas City, Mo. Station mailed green and white folder describing the entire teaser campaign to over 2,000 advertisers. Folder shows people looking for the "8-Ten Spot" and carries the teaser phrase. Back cover has a green background and tells where the 8-Ten Spot can be found—when KCMO takes its new frequency, 810 kc. Inside spread carries a large green, black and white billboard style-illustration that reads: "Coming . . . More Power—KCMO." Teaser has been placed in newspapers throughout Kansas City.

Anniversary Brochure

STORY of "25 Years of Improvement" is told in anniversary brochure released by WMAQ Chicago. Done in bright green and red, brochure is three-fold and contains novel "pull out" insert on front cover. Insert shows coverage map for station in 1922 and below that, latest coverage map for 1947. Coverage figures for daytime and nighttime are given on two inside fly sheets and fold-in page carries inscription, "For the Best in Radio, Use WMAQ, Chicago's No. 1 Station."

Jingle Contest

GREETING CARD JINGLE contest, in connection with Merchant Greeting Card call for contestants to complete greeting card jingles supplied or compose original ones, has been conducted by WWDC Washington and Hecht Co., Washington department store. Contest, which ends Sept. 23, was presented on Milton Q. Ford's early morning show on WWDC. Mr. Ford read incomplete jingles during his show and invited listeners to finish them. Three songwriters were selected as judges for the contest and they made an appearance on the show to give tips on how to write jingles. Total of $250 will be awarded to winners.

'Mystery Sportsman'

FREE TRIPS to Los Angeles to see the Iowa-UCLA football game scheduled for Sept. 26, were awarded to two winners of "Mystery Sportsman" contest conducted by WMT Cedar Rapids, Iowa. One clue to idenity of "Mystery Sportsman" was given each night for ten successive nights on Tait Cummins' nightly sports show on WMT. Contest was co-sponsored by WMT and Iowa City Elks Club, who are sending a special train to Los Angeles for the game, and used contest to plug sale of tickets. Winners were awarded free trips for correctly identifying "Mystery Sportsman" as Judge Michael McKinley, Iowa U. alumnus from Chicago.

WCCO Ads

FULL-PAGE ad in the first edition of the tabloid-size Minneapolis Times was purchased by WCCO of that city, as opening of its fall promotional campaign. Station plans to use series of such ads this fall and will supplement the full-page presentations with smaller ads used in more than 450 papers throughout Minnesota. Full-page insertion was built in picture-style to conform with other picture pages in the new tabloid.

Soil Conservation Day

FARMERS from Illinois and Missouri attended a Soil Conservation Field Day sponsored by KMOX St. Louis and the St. Louis Chapter of Friends of the Land held early in September. Main event of the day was a contour plowing contest with $500 in prizes going to entrants. Grand prize was $120 and trip to National Livestock Show in Chicago this fall. Demonstrations included stock pond construction, waterway and gully control, woodland improvement, soil treatment, pasture improvement, terracing and drainage.

Score Cards

FOOTBALL SCORE CARD is being used by Jersey Ice Cream Co., Minneapolis, to promote its new radio show, "Touchdown Tips with Sam Hayes," heard Thur. 5:30 p.m. on WDGY Minneapolis. Score card is placed with all Jersey Ice Cream dealers, calling attention to show and the star, while the other side is set up for the predicted score for Saturday's games which Mr. Hayes gives on his Thursday show. Last column is used for actual score of games.

NOW 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., Representatives

FCC Actions

(Continued from page 69)

Applications Cont.:

Channel 244, 96.7 mc, ERP 1 kw and ant. height above average terrain 155.5 ft.

Modification of CP

WEIM-FM Fitchburg, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WOAP-FM Owosso, Mich.—Mod. CP which authorized new FM station to change studio location.

KWK-FM St. Louis—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGTM-FM Wilson, N. C.—Mod. CP, as mod., which authorized new FM station to change trans. site ERP to 30.5 kw, ant. height above average terrain to 374 ft.; make changes in ant. system and change commencement and completion dates.

KGFF-FM Shawnee, Okla.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 8.8 kw; make changes in ant. system and change commencement and completion dates.

KFMJ-FM Tulsa, Okla.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

FM—94.3 mc

McMinnville Bcstg. Co., McMinnville, Ore.—CP new FM station (Class A) on Channel 232, 94.3 mc, ERP 396 w.

FM—95.7 mc

Chambersburg Bcstg. Co. Inc., Chambersburg, Pa.—CP new FM station (Class B) on Channel 239, 95.7 mc, ERP 2.62 kw.

Modification of CP

KDYL-FM Salt Lake City—Mod. CP which authorized new FM station for extension of completion date.

WPIK-FM Alexandria, Va.—Mod. CP which authorized new FM station to change type station to Class B; frequency to Channel 290, 105.9 mc; specify type trans. and change trans. site.

License for CP

Miami Bcstg. Co., Miami, Fla.—License to cover CP which authorized new remote pickup station WRGF.

Remote Pickup

Utah Bcstg. and Television Co., Salt Lake City—CP for reinstatement of CP, as mod., which authorized establishment of remote pickup station KWIC on 30.82, 33.74, 35.82 and 37.98 mc, subject to change in accordance with Docket No. 6651; power 2 w; A3 emission; hours in accordance with Sec. 4.403; portable, area of Salt Lake City, to be used with KUTA and to change name to Frank C. Carman, David G. Smith, Frank C. Carman, administrator of estate of Jack L. Powers, deceased, and Grant R. Wrathall d/b as Utah Bcstg. and Television Co., and commencement and completion dates 10 days from date of grant and 90 days thereafter, respectively.

TV—180-186 mc

WHP Inc., Harrisburg, Pa.—CP new commercial television station on Channel 8, 180-186 mc, power of vis 5 kw (peak) aur 5 kw and unl.

IT CAN HAPPEN HERE

WAIR is capable of producing sales in double-quick time and in unbelievably profitable volume. The sales "magic" you've dreamed about all of your life may rest above the doted line of a WAIR contract.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

License Renewal

Applications for renewal of remote pickup broadcast stations license filed for: KIDN KREJ WBNT WELE WGBD WJKF WJLF WKWF.

Applications for renewal of standard broadcast stations license filed by: KERN KPMO KSJO WTSP WHOM WING WWOK WWSR.

TENDERED FOR FILING

Modification of License

WMPC Lapeer, Mich.—Mod. license change from specified hours to unl. hours except Saturday.

SSA—1120 kc

KCLE Cleburne, Tex.—Request SSA to operate after regular sign-off time to broadcast special events, period beginning Sept. 12 through Nov. 28 with power of 250 w on 1120 kc.

FCC CORRECTION

KTXL San Angelo, Tex.—Location on report dated Aug. 28 should read San Angelo, Tex., instead of Texas City, Tex.

September 12 Decisions . . .

DOCKET CASE ACTIONS

Assignment of License

Announced proposed decision looking toward denial of application of Evansville on the Air Inc. for assignment of license of FM station WABW and CP of AM station WBBW Indianapolis from Associated Bcstrs. Inc. Commission proposed to grant assignment of stations instead to Radio Indianapolis Inc. provided parties file with Commission within 30 days from date of final decision contract for assignment of such license and permit in accordance with FCC rules.

AM—590 kc

WGTM Wilson, N. C.—Announced final decision granting applications for change of assignment from 1340 kc 250 w unl. to 590 kc 5 kw unl., subject to filing within 60 days and approval of application for mod. CP setting forth mod. D proposal such as made by applicant at hearing, including data with respect to new site.

AM—610 kc

WSLS Roanoke, Va.—Announced final decision granting application to change assignment from 1240 kc 250 w unl. to 610 kc 1 kw unl., subject to filing within 60 days and approval of application for mod. CP setting forth proposal for 610 kc 1 kw DA-2 such as that made at hearing.

AM—590 kc

WLVA Lynchburg, Va.—Announced final decision granting application to change assignment from 1230 kc 250 w unl. to 590 kc 1 kw unl., subject to any interference which may be received in event of grant of pending application of WBAX Wilkes-Barre, Pa.; subject to cond. that it protect D operation of WGTM Wilson, N. C., on 590 kc in accordance with Commission's standards and further subject to filing within 30 days and approval of application for mod. CP setting forth proposal for operation on 590 kc 1 kw DA-2 such as that made at hearing.

WGBR Goldsboro, N. C.—Denied application to change assignment from 1400 kc 250 w unl. to 590 kc 5 kw unl.

WFTC Kinston, N. C.—Denied application to change operating assignment from 1230 kc 250 w unl. to 590 kc 5 kw unl.

AM—610 kc

Virginia Bcstg. Corp., Roanoke, Va.—Denied application for new station 610 kc 1 kw unl. without prejudice to filing application for 1240 kc or any facility at that community which would not be in conflict with then-pending applications.

Petition Dismissed

WARM Scranton, Pa.—Dismissed petition to reopen record with respect to WLVA Roanoke, Va., application and designate said application for further hearing in consolidated proceeding with petitioner's application.

Petition Granted

Radio Roanoke Inc., Roanoke, Va.—Granted petition to dismiss application of Virginia Bcstg. Corp. to specify 1240 kc in lieu of 610 kc or to designated said application for hearing in consolidated proceeding with petitioner; dismissed application of Virginia Bcstg. Corp.

BY A BOARD

Richland Bcstg. Corp., Richland Center, Wis.—Denied petition for reconsideration (as it affects petitioner) of "Notice of Proposed Rule Making" adopted by Commission May 8 with respect to promulgation of rules and standards concerning daytime skywave transmissions of standard stations by terms of which Commission temporarily deferred action on all pending applications which seek D or limited operation on U. S. 1-A or 1-B frequencies, and requesting immediate grant of petitioner's application for new station to operate on 850 kc, 250 w D only.

Lake Bcstg. Co. Inc., Gary, Ind.—Denied petition requesting consideration and partial grant of application for unl. operation on 1560 kc so that part of application relating to D operation would be granted and that part relating to N operation would be retained in hearing status.

WJMR New Orleans—Designated for hearing application for mod. license to change operation from D only to unl. on 990 kc 250 w.

WRKF Arecibo, P. R.—Granted request to cancel CP for new station and delete all records relative thereto.

WCYB Bristol, Va.—Granted mod. CP to increase 5 kw D to 10 kw D and install new trans.; engineering cond.

WAAB Mobile, Ala.—Granted mod. CP to make changes in DA system, increasing height of two towers and installing an FM ant. atop northwest tower; engineering cond.

KNAK Salt Lake City—Granted mod. CP for approval of DA and approval of slight change in trans. location; engineering cond.

ACTIONS ON MOTIONS
(By Commissioner Durr)

KOY Phoenix, Ariz.—Granted petition for leave to amend application for CP to change Paragraph 8 of application to show correct percentage of stock held by Burridge D. Butler; accepted amendment.

KTEM Temple, Tex.—Granted petition for leave to intervene in hearing in re application of Weldon Lawson, Sequin, Tex.

Philip Mathews, Carlisle, Pa.—Granted petition for leave to amend application for CP to specify 1380 kc 1 kw D instead of 1340 kc 250 w unl.; accepted amendment; and on Commission's own motion removed application from hearing docket.

WORK York, Pa.—On Commission's own motion, removed application from hearing docket.

The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—Granted petition for leave to amend its application to show changes in stock subscribers; accepted amendment.

Alexandria Radio Corp., Alexandria, Minn.—Granted petition requesting Commission to accept late its written appearance; waived Sec. 1.387 of rules and accepted written appearance.

WHP Harrisburg, Pa.—Granted petition for leave to intervene in hearing upon application of Hanover Bcstg. Co., Hanover, Pa.

H. J. Griffith Bcstg. Co., Parsons, Kan.—Referred to full Commission petition requesting dismissal without prejudice of its application for CP.

Radio Television of Baltimore Inc., Baltimore, and Commonwealth Bcstg. Corp., Norfolk, Va.—Granted petition requesting Commission to reopen record in proceeding upon applications for CPs for purpose of introducing into evidence stipulation relative to policies of board of directors of Radio Television Inc. on matters of news and controversial issues; reopened record without further hearing for above purpose only.

Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass.—Granted petition for leave to amend application for CP to specify 1230 kc 100 w unl. instead of 1400 kc 250 w unl.; accepted amendment; on Commission's own motion removed application from hearing docket. Further ordered that time within which Bay State Bcstg. Co. may file petition for review of instant action by quorum of Commission be extended to Sept. 26, and that time within which Southeastern may reply to any such request for review be extended to Oct. 3.

Radio Lakewood, Lakewood, Ohio—Granted petition for leave to amend application for CP to show change in status of applicant from partnership to corporation, make engineering changes re DA; accepted amendment and removed application from hearing docket.

United Garage and Service Corp., Lakewood, Ohio—Granted petition to dismiss without prejudice application for CP.

WSPD Toledo, Ohio—Dismissed petition requesting leave to intervene in hearing on above two applications.

(Continued on page 76)

IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL Salt Lake City 1937–1947 Tenth Anniversary

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

TRANSCRIBED AND AVAILABLE

for a **27.4 Hooper!**

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

George Halley, Mgr., Syndicated Features
Pickwick Hotel • Kansas City 6, Mo.

KTUL TULSA KOMA OKLA. CITY

RADIO WOW OMAHA
NBC AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

REPORTS from food markets and tips on plentiful and scarce foods are included in format of new "Market Basket" show heard on WCAU Philadelphia and sponsored by Fleischmann Baking Co. Program is aired Mon.-Fri. 9:40-9:45 a.m. and is conducted by Frances Blackwood, food editor of The Evening Bulletin, and Amos Kirby, WCAU farm editor. Miss Blackwood also gives menu suggestions and methods of preparation. Mr. Kirby presents reports garnered daily on fruit, vegetable, meat, poultry and dairy markets, from his canvas of the waterfront markets before dawn each day. This data also is given to 60 Fleischmann drivers so that retailers will be prepared to handle features of the broadcast.

Video News Show

NEWS FILM show is featured on WFIL-TV Philadelphia, nightly at 8 p.m., under editorship of Walter J. Sheldon, veteran of ten years' radio reporting. Titled "The Inquiring Television News," program is made up of both local and national news. Newsreel cameramen in Philadelphia and vicinity are set up to snap spot news and rush it through development for presentation on evening telecast. Films from other parts of the nation are brought to Philadelphia by air to be included in the round-up.

Economic Discussions

DEFINITIONS and explanations of hard-to-understand economic phrases are presented on new series of stories, "Will There Be a Recession?", on the "World At One" program over WTMV E. St. Louis, Ill. Series consists of six programs heard daily at 1 p.m. Economic problems are discussed in simplified terms and subject is thoroughly analyzed.

Television Demonstration

CONTINUOUS television demonstration was staged Sept. 12 by WTTG, DuMont video station in Washington, and The Hecht Co., Washington department store, from 10 a.m. to 5:30 p.m. Two half-hour programs were telecast over WTTG. Walter Compton, DuMont news commentator, interviewed people from the store's television department, in informal, relaxed style. Afternoon feature was a fashion show conducted by Frances Hughes of Mademoiselle Magazine, with board of three men as judges. Show was titled "Gentlemen Preferred Fashions" and judges chose fashions they liked best and told why. Haila Stoddard, star of "The Voice of the Turtle," gave her views on new fashion trends and conducted a tie-tieing contest for judges of the fashion show. Show was handled by Harwood Martin Agency, Washington.

High School Rally

BANDS from local high schools are featured on "High School Pep Rally" show over WPDQ Jacksonville, Fla. High school students are guests and participants of the show, cheering for their teams, and singing with the bands.

Purina Realigns

PURINA MILLS, St. Louis (Ralston) thru Gardner Advertising Co. is dropping its magazine schedules to concentrate exclusively on Sunday comics and radio. Company sponsors *Tom Mix*, 5:45 p.m. (CST) and *Checkerboard Jamboree* (Feed Div.), 12:45 p.m. (CST) both on MBS.

Jingles on Video

ONE OF TELEVISION's first singing commercials was presented fortnight ago on NBC's WNBW Washington. It was telecast on *Illustrated News*, using slides keyed to the singing commercial. The program, featuring Ray Michaels and heard Wednesdays, 7:20-7:30 p.m., is sponsored by Arcade Pontiac Co., Washington. Kal, Ehrlich & Merrick, of Washington, is agency.

PROGRAMS

Jack Commins, m.c., interviews players and coaches and talks about the week's games. Show is heard every Thursday night preceeding football game.

Safety for Children

TEACHING boys and girls safety in the beginning is KLZ Denver's idea of reducing child fatalitites resulting from various types of accidents. Weekly program titled "Learn and Live" is originating at different grade schools throughout the city. Program deals with such specific subjects as swimming, crossing heavy-traffic streets, handling firearms and fire prevention and control. It also features boys and girls taking active part in demonstrating safety for all youngsters. Program is recorded and broadcast on Sat. 3:00 p.m. when children are home from school and can listen.

Boy's Club Drive

INTERVIEWS with boys of the Trinidad Boy's Club of Washington, D. C., are featured on morning show conducted by Mike Hunnicutt on WOL Washington. Mr. Hunnicutt is devoting the entire month of September to campaign to help the club reach its $10,000 fund quota. In addition to the morning interviews with the boys, the entire Redskin football team is scheduled to appear on the show Sept. 22, to perform for listeners who contribute certain amounts of money. Redskin Star Sammy Baugh has promised to sing "Deep in the Heart of Texas" for the first listener who contributes $100.

'Penny For Your Thoughts'

LISTENERS are invited to "hear themselves on the air" on new man-on-the-street show over KHQ Spokane. Show is recorded on a busy downtown corner at noon and is played back on the station at 10:20 p.m. Show is titled "Penny For Your Thoughts," and participants are given a card with bright new penny attached, reminding them to listen to themselves that night. Format of show is question and answer form, conducted by C. H. Talbot, KHQ's director of public service.

Religious Series

SERIES of Sunday afternoon religious broadcasts, "The Way of the Spirit," is to start on Canadian Corp. stations on Oct. 5. First part of broadcasts will deal with the Bible, how it was created and about its writers. Second part will be devoted to Jesus and His Kingdom, and third part to the adventure of the Gospel.

Aired from Helicopter

PACIFIC NATIONAL EXHIBITION at Vancouver was first tryout in western Canada recently of a broadcast from a helicopter. CBR Vancouver recorded a program of what Announcer Marce Munro saw from a helicopter as it flew over the fair. CBC mobile unit recorded the broadcast, the announcer's mike being connected with 600 feet of cable to the recording car.

'Puppy Day'

STARTING out with a "Puppy Day" gimmick on five-weekly Western regional ABC "What's Doin' Ladies" (Hunt Foods), listener interest has resulted in creation of "Clearing House" for puppies on that show. It started when one youngster, offering best reason for wanting one, received a dog. Now program will offer surplus pups to all youngsters within limits of availabilities.

Visit to Minister

QUIET inspirational talks are featured on a new daily religious program heard on WLOW Norfolk. Broadcasts are picked up direct from parsonage study of a local minister who offers solutions to personal problems through religious application. Titled "Let's Visit the Minister," program is done without music, concentrating on inspirational message, and is aired daily for 15 minutes.

Student Cub Reporters

PROMOTION letters have been sent to all high school principals in Southern Indiana by WCSI (FM) Columbus, asking for the name of one of their students to act as Cub Reporter for the station. Reporters will supply WSCI with information about the athletics, students, and other helpful information pertaining to his or her school. Information regarding athletics will be turned over to the WCSI sportscaster who will be able to give a more accurate description of the team on his program. Reporters also will be asked to supply teen-age information which will be turned over to the teen-age request program, "Music Makers Club."

Remote Record Show

GOSSIP, interviews and recorded music make up new remote show heard on KYW Philadelphia. Titled "Along the Rialto," show features Jeff Keen, Philadelphia columnist, in nightly half-hour program from the Latin Casino, local night spot. Mr. Keen works from a specially constructed sound-proof booth in the lounge of the Latin Casino. In addition to featuring the latest records, Mr. Keen interviews persons of interest at the Casino and indulges in some local gossip.

Campaign Against Prices

VIGOROUS campaign against rising prices in food is being conducted by Mrs. Nellie Strong of Springfield, Ohio, via her telephone. Mrs. Strong was interviewed Sept. 12 on ABC "Headline Edition" from her bedside, where she has been confined with rheumatic fever. She explained that she picked 26 names at random from telephone directory, one for each letter in the alphabet and called the persons selected, urging them to call five more persons in the interest of the strike. Beginning steps were so successful that Mrs. Strong decided to organize all housewives. Plans are being made for a mass meeting of Springfield women to combat rising prices.

'Have You Read This'

AMERICAN LITERATURE since the Civil War is discussed on a new series, presented by the Lowell Institute and aired on WNAC Boston. Discussion panel includes members of English Dept. of Boston U., who talk about classics written in America in the past 75 years in terms of the world today. Series duplicates a course being offered at Boston U., with professors using the Saturday program to introduce author who will be subject of following week's lectures at college. Show is aired Sat. 7:45-8 p.m.

WOR News Show

INSIDE STORIES of Broadway, Hollywood and Main Street, are presented on "Twin Views of the News" over WOR New York. Aired Sun. 11:30-11:45 p.m., show is conducted by Danton Walker, columnist of the New York Daily Times, and Hy Gardner, columnist with Parade Magazine, who handles the lighter side of the news.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York.
P.S. We'll soon have our 5000 Watt Transmitter in operation!

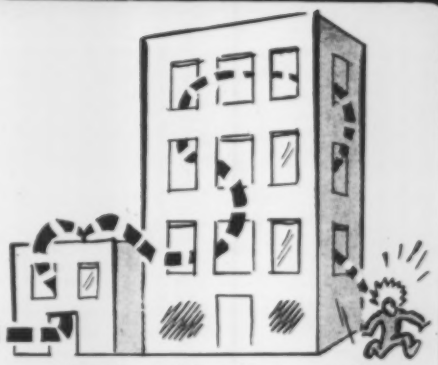
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

PRESENTS:

"THE CASE OF THE CLEVELAND CHIEF"

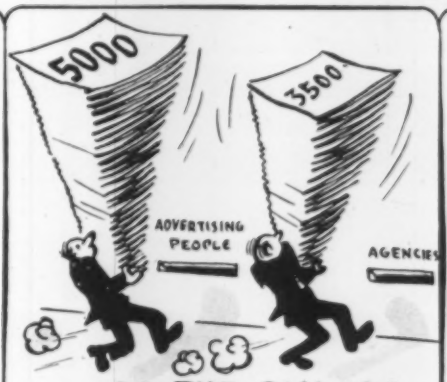
THE "CHIEF" PRODUCED BY WJW
DIRECTED BY FOSTER & DAVIES INC.

CHRISTENED "CLEVELAND'S CHIEF STATION"----



--- HE GOT AROUND PLENTY- WITH THE HELP OF 9 MAGAZINES BUT---

---WAS HE SEEN BY THE RIGHT PEOPLE?



----SO THE BIGWIGS SENT OUT 8500 CARDS-

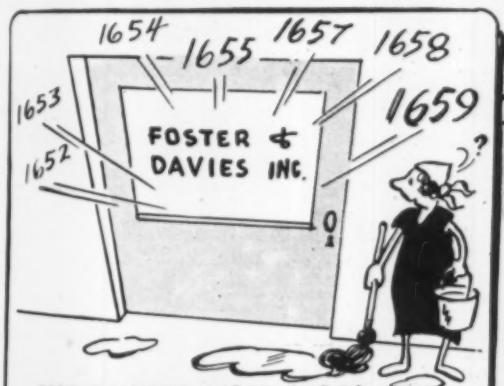
HAVE YOU EVER SEEN THIS *Character* BEFORE?

☐ YES ☐ NO

WHERE?

WHAT DOES HE SYMBOLIZE?

---5000 CARDS LIKE THIS TO THE RIGHT ADVERTISING PEOPLE, 3500 TO THE RIGHT AGENCY PEOPLE---



--THE RETURNS WERE ADDED— 1659 IN ALL. 810 FROM ADVERTISERS AND 849 FROM AGENCIES—"AMAZING RETURNS"

--THEY FOUND OUT BROADCASTING INTRODUCED THE "CHIEF" MOST PLACES AND TO THE RIGHT PEOPLE

48.1%

Broadcasting score- AND THE REMAINING PERCENTAGE WAS SCATTERED AMONG 8 OTHER TRADE PUBLICATIONS... PROVING THAT IN BROADCASTING BIG CHIEFS FROM LITTLE DOLLARS GROW..... THAT FOR AA (AGENCY-ADVERTISER) RECOGNITION, IT'S BROADCASTING 3 TO 1 PLUS.

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

10.8

IN NEW YORK

C. E. HOOPER MAY-JUNE, 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

Hollywood

New York • Chicago

spot programs sell products for Bond Clothes

Offices in Chicago New York • Detroit St. Louis • Los Angeles San Francisco

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

FCC Actions

(Continued from page 73)

September 12 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

The Ensley-Fairfield Bcstg. Co., Ensley, Ala.—CP new standard station 1450 kc 250 w unl. Contingent upon WTBC being assigned change of frequency.

Relinquishment of Control

KUSN San Diego, Calif.—Voluntary relinquishment of control of permittee corporation from J. Frank Burke to The Copley Press Inc. (500 sh. common stock—50%).

Transfer of Control

WBLW Lake Worth, Fla.—Voluntary transfer of control of permittee corporation from James K. Edmundson, Charlotte Edmundson, Frank R. Knutti and Elaine Knutti to Clarence L. Menser. (30 sh. capital stock issued and 200 sh. subscribed for 100%).

License for CP

WKAT Miami Beach, Fla.—License to cover CP, as mod., which authorized increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

WCOA Pensacola, Fla.—License to cover CP which authorized increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

WBBQ near Augusta, Ga.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSAC Manhattan, Kan.—Mod. CP, as mod., which authorized increase in power, install new trans. and vertical ant. and change trans. location for extension of completion date.

WXLT Ely, Minn.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED to change trans. location.

AM—1240 kc

St. Cloud Bcstg. Co., St. Cloud, Minn.—CP new standard station 1240 kc 250 w unl.

AM—1010 kc

The Southwestern Bcstg. Co. of Mississippi, McComb, Miss.—CP new standard station 900 kc 250 w D. AMENDED to change frequency from 900 kc to 1010 kc.

Modification of CP

WNYB Kenmore, N. Y.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED to change trans. and studio locations.

AM—1230 kc

Utica Bcstg. Co., Utica, N. Y.—CP new standard station 1240 kc 250 w unl. Contingent upon WIBX being granted change of facilities from 1230 to 950 kc. AMENDED to change frequency from 1240 to 1230 kc.

Assignment of CP

WABZ Albemarle, N. C.—Voluntary assignment of CP to Radio Station WABZ Inc. AMENDED re stockholders.

Modification of CP

WSSB Durham, N. C.—Mod. CP which authorized new standard station for extension of completion date.

AM—1400 kc

University City Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. Contingent upon KTOK being assigned change of facilities.

AM—850 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new standard station 670 kc 1 kw D. AMENDED to change frequency from 670 to 850 kc.

AM—860 kc

Radio Tennessee Inc., Memphis, Tenn.—CP new standard station 1140 kc 10 kw D. AMENDED to change frequency from 1140 to 860 kc and change trans. location.

Modification of CP

KFDM Beaumont, Tex.—Mod. CP which authorized increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

KSIX Corpus Christi, Tex.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KSVC Richfield, Utah—Mod. CP, as mod., which authorized new standard station to make changes in trans. equipment.

AM—1340 kc

Russell G. Eversole, Petersburg, Va.—CP new standard station 1340 kc 250 w unl.

AM—950 kc

Winchester Bcstg. Corp., Winchester, Va.—CP new standard station 950 kc 1 kw D. AMENDED to change frequency from 950 to 790 kc, change type trans., make changes in ant.

Modification of CP

KSFO-FM San Francisco—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WCAO-FM Baltimore—Same.

WHNY Hempstead, N. Y.—Same.

WIZZ Wilkes-Barre, Pa.—Same .

WLVA-FM Lynchburg, Va.—Same.

FM—92.9 mc

Dekalb Bcstg. Co., Decatur, Ga.—CP new FM station (Class B) on Channel 225, 92.9 mc, ERP 38 kw. AMENDED to change ERP from 38 kw to 38.07 kw and make changes in ant. system.

License Renewal

Applications for renewal of remote pickup broadcast station license filed for: KEHF KTSR WAAR WEHU WEHX WEKN WEOC WEOY WJSM WJSN.

Applications for renewal of standard broadcast license filed by: KIEM KNEW KPAB KPBX WWOD.

TENDERED FOR FILING

AM—1460 kc

All Nations Bcstg. Co., Boston—CP new standard station 1460 kc 5 kw D.

SSA—1100 kc

WGAT Utica, N. Y.—Request for SSA for extension of time for Sunday only during November and December of 1947, January and February of 1948 in order to broadcast religious programs, operating with 250 w on 1100 kc.

September 15 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

Southland Bcstg. Co., Long Beach, Calif.—CP new standard station 840 kc 1 kw D DA.

License for CP

WLBC Muncie, Ind.—License to cover CP, as mod., which authorized changes in vertical ant. and mount FM ant. on AM tower and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

William Howard Cole, Philadelphia, Miss.—CP new standard station 1490 kc 250 w unl.

AM—1340 kc

San Joaquin Bcstrs., Las Vegas, Nev.—CP new standard station 1340 kc 250 w unl.

License for CP

WMPS Memphis, Tenn.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

Arthur D. Smith Jr., Winchester, Tenn.—CP new standard station 1340 kc 250 w unl.

AM—800 kc

North Plains Bcstg. Corp., Dumas, Tex.—CP new standard station 800 kc 250 w D.

License for CP

WCYB Bristol, Va.—License to cover CP, as mod., which authorized increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KRFM Fresno, Calif.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

Assignment of CP

KSDO San Diego, Calif.—Voluntary assignment of CP which authorized new FM station, to San Diego Bcstg. Co.

Modification of CP

KVEC-FM San Luis Obispo, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—95.5 mc

WDLM Chicago—CP change studio location, specify type trans., ERP 50 kw and specify ant. system.

FM—95.1 mc

Radio Bcstg. Corp., LaSalle, Ill.—CP new FM station (Class B) on Channel 236 95.1 mc, ERP 13 kw and ant. height above average terrain 495 ft.

Modification of CP

WFMI Portsmouth, N. H.—Mod. CP which authorized new FM station for extension of completion date.

WNDR-FM Syracuse, N. Y.—Same.

License for CP

WBNB Beloit, Wis.—License to cover CP which authorized new FM station.

Modification of CP

WOSH-FM Oshkosh, Wis.—Mod. CP which authorized new FM station for extension of completion date.

KFOR-FM Lincoln, Neb.—Same.

Remote Pickup

National Bcstg. Co. Inc., Hollywood, Calif.—CP new remote pickup station on 153.11 mc, 45 w, emission special for FM and unl. hours in accordance with Sec. 4.403.

National Bcstg. Co. Inc., San Francisco—Same.

National Bcstg. Co. Inc., Denver, Col.—Same.

National Bcstg. Co. Inc., Washington, D. C.—CP new remote pickup station on 152.93 mc, 45 w, emission special for FM, hours in accordance with Sec. 4.403.

National Bcstg. Co. Inc., Chicago—CP new remote pickup station 153.11 mc, 45 w, emission special for FM and hours in accordance with Sec. 4.403.

National Bcstg. Co. Inc., Cleveland—Same.

National Bcstg. Co. Inc., New York—Same.

FM—90.1 mc

Board of Education, Atlanta, Ga.—CP new noncommercial educational station on 42,500 kc, 1 kw, emission not specified. AMENDED to change frequency from 42,500 kc to Channel 211, 90.1 mc, specify type trans. and make changes in ant. system.

Boon Biblical College, Boone, Iowa—CP noncommercial educational station on Channel 211, 90.1 mc, emission A3 special for FM.

License Renewal

Applications for renewal of remote pickup broadcast stations license filed for WCYJ WEMZ WEND WHPA WHPB WHPR.

APPLICATIONS DISMISSED

Modification of CP

WHOM Jersey City, N. J.—Mod. CP

which authorized increase in power, install new trans. and DA-DN and change trans. location. DISMISSED Sept. 11, request of attorney.

WHDH-FM Boston—Mod. CP which authorized new FM station for extension of commencement and completion dates. DISMISSED at request of attorney.

APPLICATIONS RETURNED

AM—1210 kc

Panola Bcstg. Co., Carthage, Tex.—CP new standard station 1210 kc 250 w D. Returned Sept. 10.

SSA—920 kc

KELP El Paso, Tex.—SSA to operate from regular sign-off time to 10:15 p.m. (CST) on various evenings from 9-12-47 and ending in no event later than 10:15 p.m. (CST) 12-6-47, as specified in Form 317, on 920 kc, 1 kw. RETURNED Sept. 9.

Transfer of CP

KVVC Ventura, Calif.—Consent to transfer of control of CP to William H. Haupt and Marian Louise Haupt.

AM—690 kc

WTOC Savannah, Ga.—CP change frequency from 1290 to 690 kc, hours from unl. to D, power from 5 kw DN to 10 kw D, install new trans. and change trans. location.

AM—1340 kc

Journal Review, Crawfordsville, Ind.—CP new standard station 1340 kc 100 w unl.

Little Dixie Bcstg. Co., Hugo, Okla.—CP new standard station 1340 kc 250 w unl.

Relinquishment of Control

KFAB and KFAB-FM Omaha, Neb.—Relinquishment of positive control of KFAB-AM, KFAB-FM and relay stations KIIH KCTG KOTE through sale of one share capital stock from Sidies Co. to Star Printing Co.

September 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WJNO West Palm Beach, Fla.—License to cover CP install new trans.

KIPA Hilo, T. H.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP new standard station on 1240 kc, 250 w unl. AMENDED to change frequency from 1240 to 1230 kc.

AM—1170 kc

KSTT Davenport, Iowa—CP change frequency from 750 to 1170 kc, increase 250 w to 1 kw, change hours from D to unl., install new trans. and DA-DN (DA-2) and change trans. location. AMENDED to change DA patterns and change trans. location.

Modification of CP

KAWM Topeka, Kan.—CP which authorized new standard station for extension of commencement and completion dates.

AM—1230 kc

Bay State Bcstg. Co., New Bedford, Mass.—CP new standard station 1400 kc, 250 w unl. AMENDED to change frequency from 1400 to 1230 kc, 250 w to 100 w and change trans. location.

AM—1320 kc

WILS Lansing, Mich.—CP change frequency from 1430 to 1240 kc, change 500 w D to 250 w unl., install new trans. and change trans. location. AMENDED to change frequency from 1240 to 1320 kc; power from 250 w to 1 kw D and hours from unl. to D, and omit request to install new trans.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations — 1,381 licensed, 480 construction permits, 706 applications pending (of which 372 are in hearing); FM — 54 licensed, 886 conditional grants, 673 CPs (part of CPs come from conditional grants, others from hearing proceedings), 139 applications pending (83 in hearing); television — six licensed, 62 CPs, 11 applications pending (three in hearing); noncommercial educational FM — six licensed, 36 CPs, six applications pending.

AM—1290 kc

Rogers City Bcstg. Co., Rogers City, Mich.—CP new standard station 1090 kc 1 kw unl. AMENDED to change frequency from 1090 kc to 1290 kc, install DA-N and change trans. and studio location and change corporate structure.

License for CP

KCMO Kansas City, Mo.—License to cover CP as mod. which authorized change frequency, increase power, install new trans., change DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

SSA—1100 kc

WGAT Utica, N. Y.—SSA to operate additional time from regular sign-off to 6 p.m. (EST) on Sundays only, from Nov. 2 through Feb. 29, 1948, on 1100 kc, 250 w.

AM—1260 kc

Seminole Bcstg. Co., Seminole, Okla.—CP new standard station 1260 kc 250 w D. AMENDED to change power from 250 w to 500 w and change type trans.

Reinstate CP

KOIN Portland, Ore.—CP for reinstatement of CP which authorized mounting of FM ant. on top of AM tower.

AM—900 kc

Progressive Pub. Co., Clearfield, Pa.—CP new standard station 900 kc 500 w D. AMENDED to change trans. location.

AM—710 kc

WKJB Mayaguez, P. R.—CP change frequency from 1340 to 1190 kc, increase 250 w DN to 10 kw DN, make changes in trans. equipment, and install DA(1) DN. AMENDED to change frequency from 1190 to 710 kc, change type trans. and change DA pattern.

AM—1490 kc

Clarence J. McCredie & Bernice M. McCredie, Wenatchee, Wash.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1490 kc.

Modification of CP

WOSH Oshkosh, Wis.—CP which authorized installation of new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WHYN-FM Holyoke, Mass.—Mod. as mod. which authorized new FM station for extension of completion date. Also mod. CP as mod. which authorized new FM station to change type of trans. and make changes in ant. system and change commencement and completion dates.

TV—192-198 mc

The Travelers Bcstg. Service Corp., Hartford, Conn.—CP establish new commercial television station on Channel 10, 192-198 mc, power vis. 3.5 kw, aur. 5 kw and unl.

License Renewal

WBRY Waterbury, Conn.—License renewal.

TENDERED FOR FILING

AM—1240 kc

East Kentucky Bcstg. Co., Pikeville, Ky.—CP new standard station 1240 kc 250 w unl.

AM—1260 kc

Oshokia Bcstg. Corp. Inc., East St. Louis, Ill.—CP new standard station 1260 kc 1 kw unl. DA.

AM—1350 kc

North Central Indiana Bcstg. Corp., Kokomo, Ind.—CP new standard station 1350 kc 1 kw unl. DA.

AM—580 kc

WCBI Columbus, Miss.—CP change 1340 kc to 580 kc, 250 w to 1 kw install DA-DN, install new trans. and change trans. location.

AM—1260 kc

McMinnville Bcstg. Co., McMinnville, Ore.—CP new standard station 1260 kc 1 kw D.

AM—1380 kc

Roger Williams Bcstg. Corp. Inc., Pawtucket, R. I.—CP new standard station 1380 kc 500 w D.

September 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWGB Goodland, Kan.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location. AMENDED to make change in ground system and change trans. location.

KIND Independence, Kan.—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. location and to change studio location.

KFH Wichita, Kan.—Mod. CP, as mod., which authorized installation of FM ant. on AM tower and make changes in ant. for extension of completion date.

WESX Salem, Mass. — Mod. CP, as mod., which authorized installation of FM ant. on top of AM tower for extension of completion date.

KMON Great Falls, Mont.—Mod. CP which authorized new standard station for extension of completion date.

KVNW Grand Forks, N. D.—Mod. CP which authorized new standard station to change trans. location.

KTOK Oklahoma City — Mod. CP which authorized change frequency, increase power, install new trans. and DA-N, and change in trans. location, to change type trans., to change DA-N to DA-DN (DA-2) and mount FM ant. on No. 3 tower; change trans. location.

WVPO Stroudsburg, Pa. — Mod. CP which authorized new standard station for approval of ant. and trans. location.

WIS Columbia, S. C.—Mod. CP, as mod., which authorized installation new trans., to mount FM ant. on No. 2 AM tower.

KVLU Lubbock, Tex.—Mod. CP which authorized new standard station to specify 1 kw-N 5 kw-D and to change type trans.

Modification of CP

KDON-FM Monterey, Calif.—Mod. CP which authorized new FM station to change studio location, change trans. site, ERP to 3.1 kw and make changes in ant. system.

WHOO-FM Orlando, Fla.—Mod. CP which authorized new FM station to specify studio location, change ant. height above average terrain to 483 ft; ERP to 59 kw and make changes in ant. system.

WANF Chicago—Mod. CP which authorized new FM station for extension of commencement and completion dates.

WIBC-FM Indianapolis, Ind. — Mod. CP which authorized new FM station to change studio location, change trans. site; type trans. and specify ant. system.

WUNY Boston—Mod. CP which authorized new FM station to specify trans. site, type trans. and specify ant. system.

WCOP-FM Boston—Mod. CP which authorized new FM station to change ant. height above average terrain to 496 ft. and make changes in ant. system.

(Continued on page 78)

Get ready now for
THE CHRISTMAS SEASON!

Two Great New

PACKAGES

FOR PRE-CHRISTMAS:

That lovable character

UNCLE REMUS

With his friends, Brer Rabbit, Brer Fox, Sis Crow, Mama Rabbit and all the rest brought to life by

JIMMY SCRIBNER

A brand new series of 20 quarter-hour open-enders. Designed for integrated commercials and tailored for concentrated pre-Christmas merchandising.

Cost per program, based on metropolitan population area:

Under 25,000	$ 3.00
Under 100,000	5.00
Under 750,000	10.00
Over 750,000	15.00

★

FOR THE HOLIDAYS

Four quarter-hour programs featuring:

Irene Manning
Dick Foran
Frank Graham
Ivan Ditmars
Thomas Freebairn Smith

Three for Christmas. One for New Years.

ALL FOUR FOR JUST

$20.00

IN ANY MARKET

Advertiser or Station Holiday messages can be smoothly incorporated.

★

Exclusive in your city

For audition discs
Write or Wire

THE CARDINAL COMPANY

New York • Hollywood • Chicago
6000 Sunset Blvd., Hollywood 28, California

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

That very highly Hooper-rated

Sales-Results Premeditated

ABC Affiliated

Station in Des Moines

"THE STATION WITH THE PERSONALITIES"

KRNT

DES MOINES

A Cowles Station

Member Mid States Group

Represented by

The KATZ AGENCY

1000 NIGHT

5000 DAY

Jackson

Bank debits in Jackson are currently 27.5% greater than for the same period in 1946, while the average gain for Mississippi is only 13.7%

WJDX NBC

in JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE

THE GEORGE P. HOLLINGBERY CO.

FCC Actions

(*Continued from page 77*)

Applications Cont.:

WHBJ Mount Vernon, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

WRNY-FM Rochester, N. Y.—Same.

License for CP

WGFM Schenectady, N. Y.—License to cover CP, as mod., which authorized changes in FM station.

Modification of CP

WAMS Athens, Ohio—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WCMW-FM Canton, Ohio—Mod. CP which authorized new FM station for extension of completion date.

WCMW-FM Canton, Ohio—Mod. CP which authorized new FM station to specify studio location, change type trans. and make changes in ant. system.

WKST-FM New Castle, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFCI-FM Pawtucket, R. I.—Mod. CP which authorized new FM station to specify trans. site, type trans., change ant. height above average terrain to 350 ft. and specify ant. system.

WEAN-FM Providence, R. I.—Mod. CP which authorized new FM station to specify frequency as Channel 231, 94.1 mc, type trans., trans. site and specify ant. system.

WKPT-FM Kingsport, Tenn. — Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLPM-FM Suffolk, Va.—Same.

License for CP

Crosley Bcstg. Corp., area of Cincinnati, Columbus and Dayton, Ohio—License to cover CP to establish new experimental relay station W8XST.

Modification of CP

WMAL-TV Washington, D. C.—Mod. CP, as mod., to establish new commercial television station to request changes in trans. equipment, ant. system and slight change of trans. site, commencement and completion dates to be 60 days from date of grant and 180 days, thereafter respectively.

License for CP

KSMK Hollywood, Calif.—License to cover CP which authorized construction of new remote pickup station, in connection with KFWB Hollywood.

License for CP

Carl E. Haymond, Tacoma, Wash.—License to cover CP new remote pickup station KSMQ.

License Renewal

Applications for renewal of standard broadcast stations license filed by: KCBD WOBC WILS WLOW.

APPLICATION DISMISSED

AM—1400 kc

WGBR Goldsboro, N. C.—CP make changes in vertical ant. and mount FM ant. on AM tower. DISMISSED Sept. 16, request of attorney.

TENDERED FOR FILING

Assignment of License

WJNC Jacksonville, N. C.—Consent to assignment of license to Jacksonville Bcstg. Co.

AM—1210 kc

Panola Bcstg. Co., Carthage, Tex.—CP new standard station 1210 kc 250 w D.

Modification of CP

KEYS Corpus Christi, Tex.—Mod. CP to make changes in DA system, install new trans., change type trans. using 500 w-N 1 kw-D DA-N on 1440 kc.

AM—1570 kc

Houston County Bcstg. Co., Crockett, Tex.—CP new standard station 1570 kc 250 w D.

Assignment of CP

KELP El Paso, Tex.—Consent to assignment of CP to Paso Bcstg. Co. Inc.

September 18 Decisions . . .

BY THE SECRETARY

WHMT Durham, N. C.—Granted license for new station 1580 kc 1 kw D and for approval of studio location

WOAI-FM San Antonio, Tex.—Granted mod. CP for extension of completion date to 4-7-48.

WBOX Louisville, Ky.—Same to 10-15-47.

WTCN-FM Minneapolis—Same to 4-5-48.

KMUS Muskogee, Okla.—Same to 1-1-48.

WFJS Freeport, Ill.—Same to 4-10-48.

WXRF Guayama, P. R.—Granted mod. CP to make changes in trans. equipment, approval of ant. and trans. site, and change studio location.

WCCC Hartford, Conn.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

KSVC Richfield, Utah—Granted mod. CP to make changes in trans. equipment.

KTXL Texas City, Tex.—Granted mod. CP to make changes in vertical ant.

WNDB Daytona Beach, Fla.—Granted license to cover new FM station.

WLDY Ladysmith, Wis.—Granted mod. CP for approval of ant., trans. and studio locations.

Appalachian Bcstg. Corp., Portable, area Bristol, Va. — Granted licenses for remote pickup broadcast stations WJKV WJKU.

WHCU-FM Ithaca, N. Y.—Granted mod. CP new FM station for extension of completion date to 1-6-48.

WNXC Lima, Ohio—Same to 12-22-47.

WFIL-FM Philadelphia—Same to 3-18-48.

WCAP-FM Asbury Park, N. J.—Same to 12-2-47.

WSPD-FM Toledo, Ohio—Same to 3-6-48.

KFXM-FM San Bernardino, Calif.—Same to 4-1-48.

WTAD-FM Quincy, Ill.—Same to 12-30-47.

WFRS Grand Rapids, Mich.—Same to 12-4-47.

WMAS-FM Springfield, Mass.—Same to 12-31-47.

WNHC-FM New Haven, Conn.—Same to 12-1-47.

WKJG-FM Fort Wayne, Ind.—Same to 10-31-47.

WSOC-FM Charlotte, N. C.—Same to 12-30-47.

WJEJ-FM Hagerstown, Md.—Same to 12-6-47.

WAAM Baltimore, Md.—Same for new TV station to 3-21-48.

KTLA Hollywood, Calif.—Same to 2-20-48.

WRGB Schenectady, N. Y.—Granted mod. CP to change trans. type and extend completion date to 180 days from Sept. 20.

Earle C. Anthony Inc., Los Angeles, Calif.—Granted mod. CP new TV station for extension of completion date to 2-20-48.

KELN Ely, Nev.—Granted mod. CP for extension of completion date to 12-1-47.

KCUL Fort Worth, Tex.—Granted mod. CP for extension of commencement and completion dates to 10-30-47 and 3-30-48.

KSVC Richfield, Utah—Granted mod. CP for extension of completion date to 10-9-47.

WSAM Saginaw, Mich.—Granted mod. CP for extension of commencement and completion dates to 12-7-47 and 6-7-48.

KYNG Idaho Falls, Ida.—Granted mod. CP for extension of completion date to 4-4-48.

WKJG Fort Wayne, Ind.—Same to 10-31-47.

WKAB Mobile, Ala.—Same to 12-31-47.

WTHI Terre Haute, Ind.—Same to 12-5-47.

WZIP Covington, Ky.—Granted mod. CP to change type trans. and approval of ant. and trans. location.

WAJF Pittsburgh—Granted mod. CP to change type trans. and make changes in ant. system and change commencement and completion dates to 60 days from date of grant and 180 days thereafter.

WKRZ Oil City, Pa.—Granted license to use old main trans. as aux. trans. with 250 w.

WWSR St. Albans, Vt.—Granted mod. CP to entend completion date to 10-10-47.

KTFI Twin Falls, Ida.—Same to 9-30-47.

KASA Elk City, Okla.—Granted mod. CP for approval of ant. and trans. location.

WLOF Orlando, Fla.—Granted mod. CP for extension of completion date to 1-1-48.

KSEM Moses Lake, Wash.—Granted mod. CP to change trans. and studio locations and extension of completion date to 1-27-48.

WCLO Janesville, Wis.—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower.

WWOL Lackawanna, N. Y.—Granted mod. CP to eliminate request to mount FM ant. on AM tower, and to specify studio location.

WALD Walterboro, S. C.—Granted license for new station 1490 kc 250 w unl.

WJJM Lewisburg, Tenn.—Granted license for new station 1490 kc 250 w unl.

Albuquerque Bcstg. Co., area Albuquerque, N. Mex.—Granted mod. CP W5XPA for extension of completion date to 3-7-48.

WSAU Wausau, Wis.—Granted mod. CP for extension of completion date to 4-14-48.

WRFD Worthington, Ohio—Same to 11-8-47.

WMOB Mobile, Ala.—Same to 12-28-47.

WIS Columbia, S. C.—Same to 12-24-47.

WINS New York—Same to 3-25-48.

WLAK Lakeland, Fla.—Same to 12-8-47.

WHB Kansas City, Mo.—Same to 1-14-48.

WBIR Knoxville, Tenn.—Same to 11-24-47.

KOMO Seattle Wash.—Same to 1-7-48.

KMPC Los Angeles—Same to 4-1-48.

KRAI Craig, Col.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WMRF Lewistown, Pa.—Granted mod. CP for extension of completion date to 10-31-47.

FCC CORRECTION

The item on Lake Bcstg. Co. Inc., Gary, Ind., was inadvertently reported in the Sept. 12 notice of FCC decision and should be deleted from that notice.

Hearings Before FCC . . .

SEPTEMBER 22

AM—Hearing

Community Bcstg. Co., Fort Worth, Tex.—CP 1490 kc 250 w unl.

Parties respondent: KVWC Vernon, KPLT Paris and KGKB Tyler, Tex.

SEPTEMBER 25

AM, FM—Hearing

Independent Bcstg. Co. Inc., Knoxville, Tenn.—CP for FM facilities.

WIBK Knoxville, Tenn.—License for CP 880 kc 1 kw D and authority to determine operating power by direct measurement of ant. power.

To be held before Comr. Clifford J. Durr at 10 a.m.

License Renewal

WHLS Port Huron, Mich.—License renewal. Complaint.

Further Hearing

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP Harrisburg, Pa.—Same.

WARM Scranton, Pa.—CP 590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.

Intervenors: CBS, WTAG Worcester, Mass., and WIAC San Juan, P. R.

Zoomar Initiation

ZOOMAR Lens was used by WCBS-TV New York, CBS video station, for the Dodger-Braves baseball game at Ebbets Field, Brooklyn, on Sept. 20. Station reported that this was the first time the lens was used for a commercial television pick-up. Ford Motor Co. sponsors the television pick-up of the Dodgers' baseball games.

Convention

(*Continued from page 13*)

afternoon session. It developed that both sessions were needed. Late Tuesday when it was pointed out that FCC Chairman Denny was quoted in the *New York Times* as saying a station's faithfulness to the code might be considered by FCC in acting on renewals, discussion was halted until the broadcasters had a chance to find out at first hand whether Mr. Denny did or did not say it.

The first code discussion brought out a record crowd of approximately 2,000 and even on Thursday, when many delegates already had left to return home, some 1,000 were on hand to carry on the consideration.

PUBLIC RELATIONS problems were discussed by committee headed by Gilmore N. Nunn, WLAP Lexington, Ky. Clockwise around table: Mr. Nunn; A. A. Schechter, MBS; Robert K. Richards, NAB; James M. LeGate, WIOD Miami; Buryl Lottridge, WOC Davenport; Charles Batson, NAB; Harold Wheelahan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh; Craig Lawrence, WCOP Boston; George Crandall, CBS New York.

Petrillo

(Continued from page 13)

factions, in one of the most strongly worded resolutions ever adopted in its history, unanimously affirmed the industry's determination to take whatever steps are necessary to maintain full musical program service.

Citing the musicians' union refusal to allow its members to work for video programs or for FM network programs, and the hints of its spokesmen that the musicians may also be forbidden to make recordings or perform on AM network programs when these contracts expire early next year, the NAB resolution expressed the conviction of American broadcasters that "a constructive and amicable solution to the problem created by the AFM, arrived at by the sound and tested democratic processes of collective bargaining would be a major contribution to the welfare of the American public." Expressing earnest determination to make every effort to reach such a solution, but recognizing that AFM actions might easily prevent its achievement, the broadcasters announced their firm resolve, "in such event, to take all necessary and proper steps to continue and extend their full service to the public and will work unitedly toward that end."

Authorizations Given

The convention authorized the creation of special committees to work on this problem, specifying that they include representation of non-network stations, network affiliates and networks, and that FMA, TBA and other interested groups in this country and Canada be invited to participate in their deliberations.

The NAB also adopted a resolution that "AM-FM broadcasters should insist on their right to duplicate music programs. Resolution pointed out that since "such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate personnel is economically justified."

Following the NAB action by only a few hours, the FM Assn. board of directors unanimously adopted a resolution recognizing that the AFM ban of live music on the Continental FM Network "affects all segments of the broadcasting industry" and pledging full FMA "cooperation and support to other organizations of the industry in a concerted effort to combat this discriminatory and arbitrary action."

FMA, like NAB, authorized the appointment of a special committee to carry out the intent of its resolution.

Meanwhile, the broadcasting organizations most intimately concerned with the AFM ruling had formed their own united front without waiting for the official action of their associations. At a special Thursday breakfast gathering called by Frank E. Mullen, NBC executive vice president, and attended by a dozen broadcasters representing the NAB and FMA as well as the AM and FM networks, a preliminary discussion of the proper strategy was held. Adjourning to attend to other duties at the final NAB convention sessions, this group met again Thursday evening for further deliberations.

Present, in addition to Mr. Mullen, were Everett Dillard, founder and head of the Continental network and newly-elected FMA president, Leonard Asch, WCBA (FM) Albany, chairman of the NAB FM committee; Joseph McDonald, ABC vice president; Robert D. Swezey, MBS vice president and general manager; Frank White, CBS vice president; Leonard Marks, FMA counsel; J. N. (Bill) Bailey, FMA executive director; Hudson Eldridge, business manager, Continental Network; Ivar Peterson, NAB assistant director of employe-employer relations, Ben Strouse manager, WWDC-FM Washington; William Ware, manager, KSWI Council Bluffs, Iowa. Mr. Strouse and Mr. Ware are also members of the FMA board.

[Full text of the NAB resolutions on music broadcasts appears on page 20. Full text of the FM Assn. resolution appears on page 14].

Caperton Elected to Replace Rogers as a BMB Director

BMB BOARD at a meeting Thursday afternoon elected A. K. Caperton, advertising director, Dr. Pepper Co., a director of BMB representing the ANA, to replace Wilmot Rogers of California Packing Corp. who resigned because of his inability to attend more board meetings.

The board announced a decision that stations who were on the air in March 1946 but who did not subscribe to BMB study No. 1 may get their station data from that study at 33 1/3% discount if they are subscribers to BMB's new 15-point program.

E. P. H. James gave the board a presentation of the MBS engineering survey. The board adopted a resolution to refer this survey to BMB's technical committee for consideration, with a view to the possible adoption of an engineering measurement of station and network coverage as a supplement to the present BMB measurement of station and network audience.

Present at the meeting were the following board members: Linnea Nelson, J. Walter Thompson Co.; Robert Mason, WMRN Marion, O.; Leonard Busch, Compton Adv. Inc.; Burt Oliver, Foote, Cone and Belding; Lowry Crites, General Mills; Hugh Terry, KLZ Denver; Frederic Gamble, AAAA; Melvin Brorby of Needham, Lewis & Brorby; Joseph Allen, Bristol-Myers; Carlos Franco, Young & Rubicam; E. P. H. James, MBS; Roger Clipp, WFIL; J. Harold Ryan, Fort Industry Stations; Paul B. West, ANA.

BMB was represented by Hugh Feltis, John Churchill and Philip Frank. Invited guests were: Herald Beckjorden, AAAA; Edward F. Evans, ABC; Kenneth Baker, NAB; Hugh M. Beville Jr., NBC; Edgar Kobak, MBS; John Norton, ABC; Eric Haase, ANA.

"VIC" DIEHM SAYS:

15 Years Old—

. . . but don't consider us a youngster. We chose our own environment—Pennsylvania's rich anthracite area where $55,000,000 per year is the annual earnings . . . and all this is spent in WAZL's coverage area. This means that your WAZL advertising dollar results in direct sales gains for you.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

Hon. Bill Tieman
Atherton & Currier
New York City
Dear Bill:

A ricky-tic . . . a ricky tic . . . Yessiree, Football's in the air down here an' down here when you mention football, folks just naturally think o' them West Virginia State Mountaineers. . . . Our No. 1 boy, Ernie Saunders is all packed to broadcast the game's play by play. . . . What's more, WCHS has the exclusive broadcast rights in the Charleston Area and with 5000 watts—that's a lot of area . . which means the 580 spot will be a popular place these fall afternoons. . . . More folks'll be listening to the radio . . . more folk's getting the 580 WCHS habit. . . . Now, more than ever, in football season or out, it'll be WCHS calling the signals in the greater Charleston area.

Yrs. in CBS
Algy

WCHS

Charleston, W. Va.

KFMB sells SAN DIEGO

KFMB DOES bring RESULTS —solid Dollars and Cents results. Because as San Diego grows it grows around KFMB—right in the center of this year's $532,000,000 retail sales.* So, take a tip and get on "the inside track" in this great market —get on KFMB.

*San Diego County (estimated)

KFMB

• Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Use kglo

KGLO gives dominant coverage of a prosperous rural-urban market —ideal for testing!

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

NAB Exhibits

(*Continued from page 18*)

of a cloverleaf six-bay antenna, tube display case and microphone display.

Kasper-Gordon had a rifle range, with delegates given three free shots. Bell-ringers won a transcribed program. Among other awards were a transcription carrier, playback machine and tiny checkerboards.

Standard Radio's display included record souvenirs, an earplug recorded novelty program and the tag novelty.

Alden Products Co. showed multiplexing of facsimile, with cooperation of WPEN Philadelphia. The facsimile scanner was shown, along with low-cost receiver.

Louis G. Cowan Inc. had a balloon display in addition to its offers of peanuts and literature. BMB exhibited its publications and reports, explaining its interim operating setup.

Collins Radio Co. had a 45-foot four-bay FM ring antenna with the pole serving as outer conductor of the coaxial line. Transmitters included 10/5 kw AM 1000/500 FM, pre-set switching consoles and studio items. Teleways Radio Productions displayed programs and donated audition platters.

Gates' Exhibit

Gates Radio Co. booth included modulation monitors, 250-w AM transmitters, remote pickups, FM monitors, speech ranks and 3-kw FM transmitter. C. P. MacGregor Productions displayed its music library with photo of stars.

Langevin Mfg. Corp. booth had a Progar guardian amplifier in operation with graph, as well as its line of selenium rectifiers and amplifiers.

Wincharger Corp. displayed photos of towers and installations. Harry S. Goodman Radio Productions gave away novelty statuettes and weather forecast gadgets and showed exhibits of programs. Rek-O-Kut Co. had recording machines of various types. U. S. Treasury Dept. operated a translux sign and promoted its current campaign against deaths from firearms.

Lang-Worth Inc. had an enlarger turntable and gave out large quantities of soft drinks. Broadcasters Promotion Service had samples of display pieces and suitcase miniatures with taffy. Artists sketched delegates.

U. S. Recording Co. featured an executive radio recorder with AM-FM tuner, magnetic tape recorder, 16-inch turntable, record changer and two types of speakers. A portable player that operates on both AC and DC, cough box and other items were on display.

Rangertone Inc. had a booth and separate audition room. Frederic W. Ziv Co. showed talent photos in star cutouts, with illuminated map of markets covered. Andrew Co. had an antenna section, with other items including coaxial cables, phase monitors, and folded quadrupole antenna. Magnecord Inc. exhibited its magnetic tape recorder.

Presto Recording Corp. had several types of instantaneous sound equipment, amplifiers, cutting heads and related equipment. The Navy League displayed miniature airplanes and airport. Daven Products on exhibit were mixer circuits, attenuators with built-in cueing equipment, transmission measuring set and electronic frequency meter.

Amperex booth revealed its complete line of tubes for broadcasting, FM and television. Kermit-Raymond had a transcription program exhibit. Associated Program Service operated a reception booth. Audio Devices showed its recording discs and recording and playback points. Eitel-McCullough Inc. presented its vacuum tubes and allied products. Fairchild Camera & Instrument Corp. displayed recording and transcription playback devices.

Lehigh Structural Steel Co. booth included its vertical radiators for AM-FM and supporting towers for FM and TV. Allan H. Miller Inc. showed promotional material. SESAC Inc. booth revealed its transcribed library and package shows. Technology Instrument Corp. showed meters, suppressors, amplifiers and resistors.

Transcription Sales featured programs.

WFIL and the *Philadelphia Inquirer* participated in facsimile programming for Radio Inventions Inc. Wirecorder Corp. had its recording equipment. BMI booth had a novelty background for candid photos.

NAB International Department Suggested; Draws Opposition

NEW DEPARTMENT to handle international problems and frequency allocation issues was suggested at the Sept. 14 pre-convention meeting of the NAB board of directors at Atlantic City. The plan drew opposition, however, from the isolationist viewpoint as a costly activity that would throw the trade association into diplomacy and international relations.

Because of pre-convention interest in the proposed standards of practice (see separate story this issue) the board changed the convention agenda, moving the code discussion from Thursday morning to the choice Tuesday afternoon spot.

Terms End

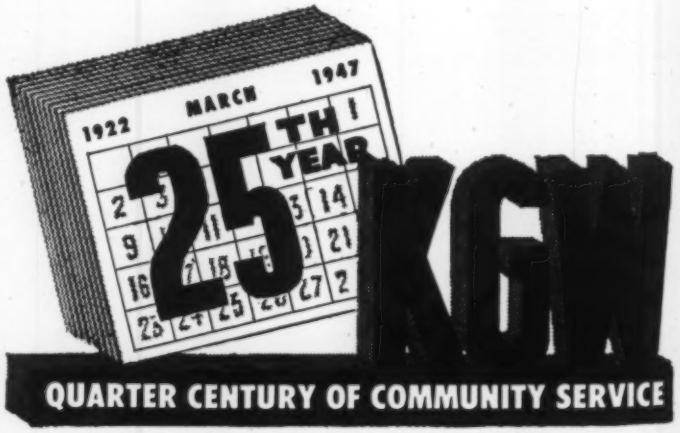
Four members of the board wound up their service at the meeting. They were: Paul W. Morency, WTIC Hartford, District 1, succeeded by Harold E. Fellows, WEEI Boston; Fred W. Borton, WQAM Miami, District 5, succeeded by Henry P. Johnston, WSGN Birmingham; James D. Shouse, WLW Cincinnati, District 7, succeeded by Gilmore N. Nunn, WLAP Lexington; Leslie C. Johnson, WHBF Rock Island, District 9, succeeded by Charles C. Caley, WMBD Peoria.

Total NAB membership consists of 1,306 active and 129 associate members, the board was told, 150 being admitted at the meeting.

The board adopted a resolution of the engineering executive committee urging that every effort be made to obtain 520 and 530 kc for broadcast use. Some European countries favor classification of 520 and 530 for broadcasting though American engineers have pointed to the danger of interference with nearby international distress frequencies and the demands of governmental agencies.

The board acted to resolve confusion over election of directors at large. Election of Class A and Class B FM directors, as well as television and facsimile require that each group have at least 25 members. This year all members voted on all eligible classes but starting in 1948 directors at large will be elected by members in each class, using referendum balloting.

The board adopted a resolution for creation of a permanent subcommittee to work out music copyright problems for television, FM and other new services.



United Front

(*Continued from page 17*)

becomes a Government operation."

He cited as trends in that direction "the operations of the FCC pursuing the philosophy of the Blue Book; the movement for State systems of broadcasting; the arguments for reexamination of the constitutional guarantee of a free press by such groups as the Hutchins Commission; the Murray Bill to establish a Newsprint Administration, similar in character to the FCC, with power to issue certificates of approval upon such showing of need and bona fides as the Administrator may require; efforts to play down the constitutional guarantee of free speech by radio, as evidenced by the maneuver to remove certain words from Section 326 of the Communication Act; the sinister Communistic doctrine that the Government should decide what is best for the people to hear, which is being more and more boldly preached—all these are words to the wise."

"The great safeguard of radio broadcasting and its protection against such governmentalization," said Judge Miller, "is the fact that it is a medium of communication; that it comes under the protection of the First Amendment. That is the reason which comes closest to our pocketbooks. Even the most mercenary person—least inspired by considerations of our country's welfare—should be able to understand that reason and be willing to go along, if for no other purpose than to insure the financial future of his investment.

"The second reason . . . is that a country cannot continue to be free unless its people are free to express themselves — to exchange ideas—without abridgement or censorship by government. The issue is just as plain as that."

But, the Judge pointed out, "Government by the people assumes willingness and capacity for self-government," and there is always a considerable percentage of people who lack it. The important question, he asserted, is how the balance in radio swings between the willing and capable and the unfit, not only among broadcasters but also among those collaterally interested in radio operations—the advertisers, agencies, writers, composers and talent. "If we can convince the American people that we are up to the job, they will welcome our trusteeship and support us in our efforts," he stated.

Code Called Compromise

Following this preface, President Miller outlined the NAB's most recent step in proving its fitness for self-regulation, the new standards of practice. Pointing out that the preparation of such a code is as difficult as it is urgent, he asked his audience to recognize that the standards necessarily represent a compromise between the ideal and the practical necessities of life; that they affect many different people in many different ways; that because broadcast is a new medium it presents new problems of standard setting.

Five steps are involved, he stated: preparation, adoption, acceptance, voluntary observance and enforcement. The first is done; the standards have been prepared and distributed to the broadcasters. Following the convention, they will go to the NAB board for consideration and adoption, but, the Judge declared, "the board members are keenly desirous of getting your ideas and impressions as to the workability of the proposals. They are anxious to hear from you, both generally and specifically, your ideas as to principles which should underlie the whole body of the standards and as to specific provisions which should be included."

To aid the board in its deliberations, President Miller said, he plans to clear the proposed standards with several representatives of government agencies, to make sure that no standards are adopted which "are in conflict with the law or inconsistent with the functions of government agencies."

After the board has approved the new standards comes an even more important step—their acceptance by the industry, President Miller declared, again urging the membership of NAB to raise any questions or make any objections they may have now, before the board has acted.

Observance Most Important

But industry observance is even more important than mere acceptance, he warned, urging every broadcaster to consider the choice of self-regulation or of "imposed government regulation and eventually, perhaps, of government broadcasting itself."

Finally, as to enforcement, he pointed out that any attempt to coerce enforcement might be in violation of the Anti-Trust Act and that the broadcasting industry might well be guided by the practices of law and medicine in this respect.

Turning to the international scene, President Miller reported on the NAB's membership in the Inter-American Assn. of Broadcasters, expressing the belief that "the future of free broadcasting in this country is largely dependent upon what happens during the next few years at the international level and that it is high time for us to take an intelligent participating interest in these happenings."

Considering the allocation of frequencies, Judge Miller pointed out that the International Telecommunitions Union, to which 78 nations belong, made the first cuts in the "spectrum pie" by treaty arrangements which allocate to broadcasting only 75% of the 10-1600 kc band out of a spectrum running from 10 to 10,000,000 kc, all theoretically usable for broadcasting. These broad allocations are supplemented by regional agreements, in which the North American region received only 66.5% of the available broadcasting frequencies, he stated, 31 channels less than those allocated to the European region.

NARBA's Work

Third, there follow regional and national conferences like the North American Regional Broadcasting Agreement Conference which divided the North American part of the spectrum among individual countries, cutting the U. S. frequencies down to 58%, of which 42% is shared with all other nations in the region and giving the U. S. as exclusive channels only 16% of the original 75% allocated to broadcasting by the international conferences. Fourth, the Interdepartmental Radio Advisory Committee of the U. S. Government makes another cut, taking for Government use more than half of the frequencies heretofore available for use of the nation. And finally, President Miller explained, the FCC "begins to make its allocations of frequencies to the free broadcasters."

"At every stage of the process—and of course most importantly at the top international level—representatives of government broadcasting have a dominant voice. The situation now existing makes it impossible for free broadcasting to have other than a small advisory voice at any stage of the proceedings," Judge Miller asserted, adding that there is "some doubt" as to whether the broadcasters' interests have been represented by "a State Dept. sympathetic to the importance of free broadcasting."

Reporting on the statement of Assistant Secretary of State Wil-

(*Continued on page 82*)

CONVENTION DAILY

Tabloid Issue Accomplishes —Complete Coverage—

BROADCASTING'S tabloid convention daily offered between 50,000 and 60,000 words of news matter on all phases of the NAB gathering in Atlantic City.

Circulated direct to registrants at their hotel rooms, in Convention Hall lobby, at the BROADCASTING booth and in meeting rooms it was the most complete convention coverage by any publication and was the only convention paper printed in Atlantic City.

It was staffed by 14 of BROADCASTING'S personnel drawn from Washington, New York and Philadelphia. Copy for the weekly was transmitted by teletype to Washington from BROADCASTING'S press quarters in Room 5, Convention Hall. Key agency and advertiser executives throughout the country were serviced with a special nightly mailing of the daily.

Baltimore's Listening Habit

WCBM

We Cover the Baltimore Market

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President
GEORGE H. ROEDER
General Manager

WNAX

YANKTON - SIOUX CITY

OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS

PLUS

CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Member of Mid-States Group Represented by THE KATZ AGENCY

United Front

(*Continued from page 81*)

liam Benton at the High Frequency Broadcasting Conference that the United States is "willing to accept fewer frequencies than we are now using" to aid in a fair distribution around the globe, President Miller pointed out that while these frequencies we think of as international, Russia, England and other nations use them domestically and they could be used domestically to great advantage in some parts of the United States. "Is this not a subject of vital interest to us?" he asked. "Should we not at least be thinking about the implications contained in Mr. Benton's proposal?"

Suggests Subsidiaries

In the field of international broadcasting, Mr. Miller reported that as long as the transmission of broadcasting from America cannot be maintained on a commercial basis at this time, the only alternative to government broadcasting is "a government subsidy which would put us on an equal footing with the government-owned and subsidized systems of other countries." Pointing to the subsidies of other privately operated industries, he asked: "Is it not perhaps as important to make possible private operation of international radio broadcasting as it is to maintain private operation of air mail and of our private merchant marine?"

The proposal of England at the International Telecommunications Conference to set up an international governmental body to regulate broadcasting, Judge Miller described as "a matter of the utmost concern to every broadcaster." What, he asked, "would the broadcasters of this country think of a Blue Book issued by an international FCC, dominated by representatives of England and Russia?"

Membership Significant

Against such a background, President Miller stated, NAB's membership in the Inter-American Assn. "becomes highly significant. This is the only formally organized group of free broadcasters in the world of larger than national scope. Our brothers in interest, the free broadcasters of Australia, have urged us to take the lead in forming an international association of free broadcasters. No doubt, the Canadian free broadcasters would join such an enterprise and perhaps the Inter-American group also."

To protect broadcasters in the important field of international copyright, the NAB must also maintain constant working relations with the State Dept. and the Senate Foreign Relations Committee, Judge Miller said, as well as keep abreast of activities of committees of the American Bar Assn., the Patent Bar Assn. and other groups active in this field.

Mestre Speaks

A hearty invitation to all NAB members to attend the next conference of the Inter-American Assn. of Broadcasters, tentatively scheduled for next spring in Buenos Aires, was extended by Goar Mestre, operator of CMQ Havana, Cuba, and IAAB vice president, in a Tuesday morning address.

"Don't fail to attend," he urged. "At that time we want to elect a member of NAB to the board of IAAB and we want to make sure that you take full participation in this formal demonstration of solidarity of the broadcasting industry of this hemisphere."

He warned all broadcasters not to be complacent about the free radio in American countries today, citing the long-range efforts of the British, Italians and Germans to sell their brand of radio in the Western Hemisphere and their success in Argentina.

"Surely, we may criticize those Argentinian officials," he said, "but are we not partly to blame for it? Could we not do, or try to do, just as good a selling job as the others have done? . . . I am certain that we possess sufficient argument and that we can produce enough facts to prove to Argentina or anyone else that they are heading the wrong way when they are thinking of nationalizing radio."

IAAB Objectives

Mr. Mestre reviewed the formation of IAAB in Mexico last year and listed its objectives as follows:

"We want to raise the standards of broadcasting of all our members in all countries.

"We want to make a sincere effort in operating in the public interest.

"We want to encourage continental solidarity and friendly relations among all our peoples.

"We believe in the democratic ways of living.

"We defend freedom of information, freedom of thought, freedom of speech and freedom to listen, and later on to be sure, we will be defending freedom to look!

"We want to know more about you and we want you to know more about us. We want to exchange programs of all types. We want to play more of your music and we want you to play more of ours (I may here interject that you are already playing a great deal of our music which was made available to you when BMI was created, for the reasons known to you all, and at a time when you needed music of any kind and you needed it desperately.)

"We want to cooperate in every possible way with our respective governments and with the governments of other countries who are our friends.

"We want adequate radio legislation in all countries. The radio broadcaster has an undeniable right to operate his business with a reasonable amount of freedom from fear. Fear of having his license taken away from him because he is not liked by the political party in power. (That, of course, may never apply to these United States, but in many cases it does apply in Latin America, where many station owners never know when they go to bed if they will still be in the radio business when they wake up the next morning.)

"If newsprint is admitted free of duty in all countries, we believe that we have a right to work for the elimination of tariffs on radio receivers and programs. We want a radio in every home and we want to bring the cost down within reach of even the poorest worker. Needless to say we do not wish any property taxes on receivers!

"We want to aid and cooperate in the enforcement of international treaties related to our industry. We want the kind of understanding among us where we may say to one another 'Hey you, I don't care what your government says, get off my channel!'

"We believe that we should constantly work for and with a code of ethics and fair practices. Of course we already have one, but the problem of improving and living up to it is perennial.

"We believe that each country should have its own association of broadcasters. Remember that membership in the IAAB is limited to national associations and that an individual station can only belong where there is no association in its own country.

"We want to exchange ideas on how we can get more people to listen more hours. We want to give our members as much technical information as we can obtain. We want our members to know, through a monthly bulletin, how John Smith in Ohio solved a problem which has been troubling Jose Fernandez for the past three years in Chile.

"If a misunderstanding or even a quarrel should arise amongst us for any reason it should be settled by ourselves through friendly contacts and arbitration.

"We want our governments to give us priority in obtaining licenses for FM, television or whatever else some of these technical fellows up here may think of next. Can anyone dispute that we have more right to an FM or television license than the druggist around the corner?

"There is no commercial interest of any kind in this association and there will be no money changing hands among us. Let each station in keeping with laws of its country determine the manner in which it obtains its revenue—and of course I mean—from other than government sources."

IT'S DOUBTFUL if radio was on the minds of these broadcasters meeting the BMI model. Group includes (l to r): John P. Southmayd, Washington lawyer; John S. Lloyd, WACE Chicopee, Mass.; John Carey, WIND Chicago; BMI model; Norman Boggs, WLOL Minneapolis; George Podeyn, WHJB Greensburg, Pa.

Boards Meet Socially

JOINT dinner for boards of directors of NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies was held last Wednesday at the Surf Room, Ambassador Hotel, Atlantic City. NAB served as host. The event was strictly social.

MARGUERITE JOPLING, former ABC assistant librarian, has joined Claire Tree Major Co. of "Mrs. Wiggs of the Cabbage Patch" to tour in role of "Australia."

Cautious

IN HIS POLICY speech to the NAB convention, FCC Chairman Charles R. Denny took pains to point out that, though he might be speaking for the five other members as well as himself, his words did not necessarily represent the view of Comr. Robert F. Jones. Mr. Jones, he pointed out in two departures from his prepared text, is a new member, just seated Sept. 5, and is desirous of "moving slowly" before taking a position on policy matters.

Predicts FM Will Pass AM—And Soon

Armstrong Declares Efforts to Block FM Will Fail

PREDICTING that within three or four years FM will have more listeners than AM and within the next two years there will be more FM than AM stations, Maj. E. H. Armstrong, inventor of the FM system of broadcasting, declared Wednesday night that any AM broadcaster who does not apply for an FM license "is on very dangerous ground." Perhaps more frequencies will be made available in some areas, he said, but if they hold off too long, "somebody's going to get left."

Speaking at an FM session at the Ambassador Hotel, Atlantic City, in obvious reference to the address of Gen. David Sarnoff, RCA president, to the NBC affiliates' meeting last Saturday, Maj. Armstrong declared that "when I see a statement that the major improvements in the technical side of the radio art have come out of the laboratories of the manufacturers, then I say that such a statement cannot be permitted to go unchallenged."

Listing the independent inventors whose work, he said, laid "the foundation stones of everything that was done in the radio art up to the advent of FM and television," Maj. Armstrong charged that to attempt to convey to the American public now the idea that all advancement in the radio art has been made by manufacturing companies "is the most astonishing misstatement of historical fact that I have ever seen in 40 years of radio."

Reviewing the long fight to get FM started, he said that the change in the FM band undid all that had been accomplished before the war and the radio manufacturers, by tieing up all the condensers for AM sets, made it impossible to produce FM sets any earlier.

Obstacles to FM

"There have been and still are manufacturers and organizations that are doing everything within their power to sink the FM system. The Petrillo situation is only one incident in a long series of obstacles set up in FM's path. None of these obstacles has been or will be successful—we have too much momentum now."

Three outstanding advantages of FM to the broadcaster were cited by C. M. Jansky Jr., of Jansky & Bailey, who said: "FM broadcasting stations can deliver high grade noise and interference-free service which will be the same day and night over areas of very substantial size, areas for FM stations or even modest power being greater than those of most AM stations. FM offers the opportunity to cover areas of any size on a network basis by inter-connecting a number of stations by direct reception, with a great saving in line charges.

"Because of its great static-, noise- and interference-reducing properties, it is possible with FM to deliver to all listeners within the normal coverage area of a station programs of outstanding high fidelity, a degree of fidelity not possible with AM."

"It is the duty of the radio engineer to see to it that these fundamental advantages are fully understood," Mr. Jansky declared. "It is the duty of every broadcaster, in his own interest if he is to survive, to study and understand FM and its capabilities. Unless he does this, progress may pass him by and he will find himself a victim of technological obsolescence."

Musical FM programs, relayed from points as far away as Boston, the programs traveling to Atlantic City by way of Paxton, Meriden, and Alpine, were presented for the delegates. The clear reception of the signal from Alpine, 110 miles from the Atlantic City receiving point, was cited as proof that FM transmission is not limited to line-of-sight.

Royal V. Howard, NAB director of engineering, presided at the meeting, which was attended by some 350 delegates and guests.

Model Bill

(Continued from page 19)

fair, equitable and technically efficient distribution of radio signals."

"(b) Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio station engaged in broadcasting, and, anything in this Act to the contrary notwithstanding, no regulation, condition, opinion, report, or requirement shall be promulgated, imposed, issued, or fixed, nor any action taken, by the Commission relating to the particular business or businesses, or the operation thereof, or the business management, practices, or policy of the applicant or licensee, and such matters shall not be inquired into or considered in any proceeding or action."

"(c) No regulations, condition, opinion, report, or requirement, of substance or procedure, shall be promulgated, issued, imposed, or fixed, nor any action taken, by the Commission the purpose or effect of which will be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of lawful occupation, or business association, and no right, privilege, benefit, or instrument of authorization authorized by law shall be denied or withheld because of any of the foregoing factors."

SEC. 6 (a). Subsection (f) of Section 303 of such Act is amended to read as follows:

"(f) Makes such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: Provided, however, That no change in the classification, frequencies, authorized power, service area, location, or times of operation of any licensed station or of any station for which a construction permit is outstanding shall be made without the consent of the station licensee or permittee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity."

(b) Section 303 of such Act is further amended by striking therefrom subsection (i).

(c)Subsection (j) of section 303 of such Act is amended to read as follows:

"(j) Have authority to make general rules and regulations requiring stations to keep such records of transmissions of energy, communications, or signals, as may be necessary to enable the Commission to determine whether the operation of such station is in accordance with the terms of the station license and the provisions of this Act;"

SEC. 7. Section 307 of such Act is amended by striking therefrom subsections (b), (c), (d) and (e) thereof and inserting in lieu thereof a new subsection (b) to read as follows:

"(b) No license for the operation of a radio station shall be granted or renewed for a longer term than five years, and any license granted or renewed may be revoked as provided in this Act. Upon the expiration of any license, and upon application therefor made not more than ninety days prior to the date of such expiration, a renewal of such license shall forthwith be granted unless, prior to the receipt of such application, or prior to the date of such expiration, the Commission has requested or requests the institution of an action for revocation, as provided in section 312 hereof: Provided, however, That pending the final judgment in such action, including the final judgment on appeal if an appeal is taken, the prior license shall continue in full force and effect; and Provided further, That in the event no action for revocation is instituted within a reasonable time, or in the event the court refuses to revoke the license, the Commission shall forthwith grant the application for renewal."

SEC. 8. Subsection (b) of section 308 of such Act is amended to read as follows:

"(b) All such applications shall set forth such facts as the Commission, by regulation, may prescribe as to the citizenship and financial and technical qualifications of the applicant to operate the station; the class of station proposed; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequency or frequencies and the power desired to be used; and the hours of the day or other periods of time during which it is proposed to operate the station; Provided, however, That no application for a license to be issued upon the completion of construction in accordance with a construction permit issued under section 319 hereof shall be required to duplicate facts contained in the application for a construction permit. The Commission at any time after the filing of such original application, and during the term of any such license, may require from an applicant or licensee further written statements of fact concerning the matters set forth in this subsection to enable it to determine whether such original application should be granted or denied or revocation proceedings instituted in accordance with section 312 hereof. Such application and such statement of fact shall be signed by the applicant or licensee under oath or affirmation."

SEC. 9. Subsection (a) of section 309 of such Act is amended to read as follows:

"(a) If upon examination of any application for a construction permit or a station license or modification of a construction permit or a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, and that such action will not aggrieve or adversely affect the interest of any licensee or permittee, it shall authorize the issuance or modification thereof in accordance with said finding; otherwise, the Commission shall designate the application for hearing. Such hearing shall be in accord with the requirements of the Administrative Procedure Act; Provided, however, That the exceptions contained in sections 5 (c), 7 (c) and 8 (a) of such Act relating to initial licenses shall not apply."

SEC. 10. Subsection (b) of section 310 of such Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the holder thereof to construct or to operate radio apparatus and not rights therein granted shall be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such instrument of authorization, to any person except upon application by the proposed transferee to the Commission, with the consent of the proposed transferor, and upon finding by the Commission that the proposed transferee or assignee possesses the qualifications required of an original permittee or licensee. If, upon examination of any application provided for in this subsection, the Commission shall find that the proposed transferee or assignee possesses the qualifications required of an original permittee or licensee, the Commission shall authorize the transfer or assignment; otherwise, the Commission shall designate the application for hearing."

SEC. 11. Section 311 of such Act is amended to read as follows:

"APPLICATION OF ANTITRUST LAWS

"SEC. 311. The granting of a license shall not estop the United States or any person aggrieved from proceeding against such licensee for a violation of the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation."

SEC. 12. Section 312 of such Act is amended to read as follows:

"SEC. 312 (a). Upon request of the

(Continued on page 93)

WLBR *HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED*

DOMINATES . . .	The rich Lebanon Valley steel and agricultural area
BLANKETS . . .	Four major Pennsylvania Cities (Harrisburg-Reading-York-Lancaster)
COVERS . . .	A $300,000,000 retail market reaching into six counties
DELIVERS . . .	Listeners from a primary area of 1,000,000 population

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Young woman who can write with a punch! 1000 watt midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales copy and who "mikes" well. Start $65.00 per 48 hour week. Send sample copy, qualifications and photo to Box 461, BROADCASTING.

Wanted—Announcer with good voice, good delivery, for newscasts and other commercials. Ideal working conditions. Old, established network affiliate in progressive Pennsylvania community. Write Box 495, BROADCASTING.

Experienced salesman — Chicago office national representative organization. Write or wire Box 505, BROADCASTING.

Local, independent, highly Hooperated cream eastern market station offers a commission and bonus proposition which spells top earning to a topflight salesman. This is a really good job for the man who works hard and can definitely produce. Unless you work to earn really big money, you don't want us and we don't want you. Full details, please, to Box 507, BROADCASTING.

Commercial manager—Midwest independent station 1 kw daytime with FM shortly, desires topnotch commercial man. No hot shot wanted; no pressure fly by night. Market of 250,000. Salary and commission. Send letter and picture to Box 512, BROADCASTING.

Wanted—First class engineer to complete staff of station now on air. Experience unnecessary. Write giving full information. Box 519, BROADCASTING.

Salesman—Arizona network affiliate has opening for experienced salesman. Will consider only man who is sober, reliable, permanent, and accustomed to work. No desk men or executives, please. Write fully, in confidence, giving age, experience, marital status and salary required to Box 529, BROADCASTING.

Wanted—Good first class operator-announcer needed at progressive station at once. Box 533, BROADCASTING.

Sports announcer—New station, independent, 1000 watts with FM station shortly needs experienced sports announcer for play-by-play all sports, sportscast and other announcing duties. Good salary to right man. Write Box 513, BROADCASTING.

Experienced time salesman—Energetic worker, must have car. Small city, New England, 250 watt fulltime independent. Drawing account against 15% commission. Box 535, BROADCASTING.

Construction chief engineer (outside U. S.), — announcers (minimum 2 years), salesmen, announcer-technicians, variety artists, manager-engineers, RRR, Employment Bureau, Box 413, Philadelphia.

Richmond, Virginia, 1 kc, daytime, is accepting applications for experienced commercial announcers and salesmen. Do you have a record satisfactory performance? Veterans preferred. WXGI, 100 West Franklin Street.

Experienced announcer for 5000 watt AM and FM NBC affiliate in service 21 years. Send photo, audition disc and complete information about schooling and experience. Car necessary. KSEI, Pocatello, Idaho.

Salesman wanted—A man with radio background who can sell and assume full responsibility for the production and broadcast for his accounts. Contact Phillip J. Reilly, Commercial Manager, WLBR, Lebanon, Pennsylvania.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Help Wanted (Cont'd)

Exceptional opportunity in rapidly expanding organization for topflight announcer with first class ticket who wants to grow with alert, exceptionally program-minded station. Excellent salary for particular qualified man. Airmail details and audition disc to L. W. Miller, KXOA Sacramento, Calif.

WAIM, Anderson, South Carolina needs first class disc jockey. Good base pay plus talent. Personal interview only. Write G. P. Warnock, P. O. Box 651, Anderson, S. C.

Staff wanted. New 1 kw AM station needs all-round announcer for possible executive position, two average announcers, writers. Combination of above abilities particularly desired. On air Oct. 1, FM early 1948. Write details, experience, salary, WTNS, Coshocton, Ohio.

Want a Christmas bonus? Ask your commercial manager about the 15% bonus The Cardinal Company is giving station salesman who sell either or both of their Xmas open-end packages.

WAIM, Anderson, South Carolina wants two first class engineers or combination men. Top salary. Write G. P. Warnock, P.O. Box 651, Anderson, S. C.

Wanted—Experienced time salesman. Good proposition to right man. WASL, Annapolis, Md.

First class engineers wanted for AM and FM station. Require applicants be from a middlewest region. WSAM, Saginaw, Michigan.

Sales manager wanted. 250 watt Mutual affiliate in good midwest market. Good guarantee plus commissions. Wonderful opportunity for experienced man. Write Radio Station KFJB, Marshalltown, Iowa.

Play-by-play and general announcing. $50.00 to start. More according to ability and conscientious effort. Send full qualifications, disc, photo and references. Start immediately. Excellent opportunity for permanence and security. WATG. Ashland, Ohio.

Wanted — Commercial manager for WJRD, Tuscaloosa, Alabama; going to five thousand watts. Personal interview desired. Call or wire collect WJRD, Tuscaloosa, Alabama. Phone 4464. Good working conditions and excellent salary.

Livewire commercial manager for new Washington, D. C. 20,000 watt FM station. Must be familiar with local market; capable of building up business and sales force. Top men only with experience and personality. Guarantee $4400. Submit application and photo Radio Station WCFM, 2621 Virginia Ave., N.W., Washington 7, D. C.

Topflite ad-lib announcer, at least three years commercial experience for permanent berth with progressive thousand watt AM-FM independent. Salary commensurate with ability. Send details, audition disc. WPAG, Ann Arbor, Michigan.

Wanted — Experienced announcer. No floaters or drinkers need apply. Send audition disc only upon request. Box 557, BROADCASTING.

Three Class-A engineer-announcers for new 250 watter. Friendly, growing community. Bachelors preferred — housing tough. Send audition disc, salary, experience info. WHLF, South Boston, Va.

Wanted—Two experienced announcers with at least two years of broadcast experience for 1000 watt daytime Carolina station. Send transcription and full information. Box 563, BROADCASTING.

Situations Wanted

Announcer. Vet, capably handle newscasts and commercials. Will travel. Box 517, BROADCASTING.

Announcer, sportscaster. Experienced. Available immediately. Go anywhere. Box 518, BROADCASTING.

Situations Wanted (Cont'd)

An asset to any staff. Announcer-newsed-program director with varied experience including newscasting, producing, jockeying, announcing acting top shows U. S. and Canada. Experience 50 kw major market. Desire to locate progressive station or agency. 30, college grad, vet RCAF, references. Available two weeks. Disc and photo. Box 419, BROADCASTING.

Announcer and sales. College and service experience. Talent fees? Midwest preferred. Single. Disc upon request. Jeff Kevan, 5404 Kenmore Ave., Chicago, 40, Ill.

Newsman—Thoroughly experienced, intelligent rewrite — good, capable announcer — mature, sober, conscientious, $75.00 minimum. Presently employed. Box 333, BROADCASTING.

NBC producer-writer, thoroughly experienced all phases, 36, single. Seeks position program manager-producer. Go anywhere for good opportunity. Former actor, can handle some announcing and ad-lib interviews. Excellent references. Box 357, BROADCASTING.

Producer-director. Dramatic or musical shows. Complete handling of spots and jingles. Salary $15,000. Box 409, BROADCASTING.

Television engineer—Experienced, competent. Can save you valuable time breaking in new staff. For full details or interview write Box 449, BROADCASTING.

Producer-director with top network credits seeks change to agency or station in major market. Box 456, BROADCASTING.

Chief engineer—Installation experience, AM & FM, 7 years radio, 250 w to 50 kw. Prefer midwest. Box 471, BROADCASTING.

General manager available. 15 years experience all phases station operation. Married family man, top record and references. South only. Confidential. Box 493, BROADCASTING.

Announcer-newsman—Eight solid years of fifty and five kw. Newscasting and announcing. At present three commercial 15 minute newscasts across the world. Dependable, sober family man with Masters Degree. Desire to return to larger operation in larger community. Box 504, BROADCASTING.

Chief engineer. 25 years radio engineering background and experience. Prefer 250 w or 1 kw station. Box 506, BROADCASTING.

Program director thoroughly experienced. Sound, sellable ideas. Married, sober, dependable. Want permanent position with cooperative organization. Prefer east. Personal interview. Box 508, BROADCASTING.

Single young man with first class radiotelephone license. Available immediately. Will travel anywhere. Previously served as radar mechanic and radar instructor in A.A.F. References supplied. Box 509, BROADCASTING.

Announcer, experienced staff man with successful record, production classical recorded shows. Wishes connection with progressive station desiring some concentration on trend for longhair disc jockey. Trained musician of concert background. Box 511, BROADCASTING.

Announcer. Vet, single, 21. Trained in all phases of radio at leading Chicago radio school. Inexperienced, but willing to work hard. Travel anywhere. Disc available on request. Box 514, BROADCASTING.

News editor-commentator-special events director with exceptional consecutive eight-year record on the air wishes in-charge position of news desk in coastal town. This man is thoroughly experienced in all branches of news, is well-educated and traveled, and offers top references from people you probably know. Sole reason for wishing geographical change of position is that this editor's earlier life was spent close to the sea and he will make certain sacrifices to live and work again in a seaport town. Box 515, BROADCASTING, Chicago. 360 N. Mich. Ave.

Newsman-10 years experience. News: reporter, editor, midwest daily newspapers, wire service. Radio: UP radio news wire, writer, news, producer, announcer. Good voice. Seek radio station news editorship. Box 516, BROADCASTING.

Situations Wanted (Cont'd)

Disc specialist, 29, proven effectiveness desires eastern or midwest metropolis. Versatile throughout radio. Sober, conscientious, educated. Box 520, BROADCASTING.

Listen to audition. Vet, radio newcomer. Professionally trained all phases announcing. Available for on-job-training. Travel anywhere. Box 521, BROADCASTING.

Announcer-beginner. NBC trained. Boston University. Background, violinist-vocalist, retail sales. Box 522, BROADCASTING.

Operator 1st phone, Army telegraph operator 3 years, reliable, single, will travel. Box 523, BROADCASTING.

Manager—Experienced new construction and established operations. Married, have car. Prefer east of Mississippi. Available October 15th. Box 525, BROADCASTING.

Eastern disc jockey, humorist. Box 526, BROADCASTING.

Program manager of large regional operation seeks position which offers more opportunity. Marketwise. Competent in all elements of air presentation. College graduate. References. Anxious to join ambitious organization. Will consider everything from directing radio in growing agency to organizing regional network. Salary important but secondary to future. Available in October. Box 527, BROADCASTING.

Staff announcer's position desired. Married, veteran, can write continuity. Some experience. Box 528, BROADCASTING.

Continuity gal. 4½ years topnotch experience. Young, sales-minded, ambitious. Interested in writing and air work. Prefer east or midwest. Box 530, BROADCASTING.

Announcer. Vet, married, young, ambitious. 3 years Navy and university radio experience. Have car, will travel. Want position where diligence will count. Box 531, BROADCASTING.

Announcer — Age 28, fundamental knowledge of all phases of radio. Two years college. Radio experience in service. Radio school graduate. Ambitious, sincere. Desires position with future. Box 532, BROADCASTING.

Commercial announcer, twenty-three, married. Graduate of leading radio school. Some experience. Disc and photo available. Will travel. Box 534, BROADCASTING.

Woman, college graduate, twelve years of experience in every phase of commercial and public service broadcasting. Originates, writes, produces, sells and participates in superior programs. Has worked closely with schools and civic organizations. Exceptional results. Best of references. Box 536, BROADCASTING.

Announcer—Steady, sober. 5 kw-50 kw background. East preferred, others considered. Box 537, BROADCASTING.

Chief-engineer, employed NYC area. Desires change. Personal reasons. Box 539, BROADCASTING.

CBS producer-director seeks change. Los Angeles-Chicago area preferred. 20 "radio" years. Box 540, BROADCASTING.

Woman commentator—Five years experience writing and airing women's programs that have shown results. Desires change. Box 541, BROADCASTING.

AVAILABLE

Program director 20 years experience in all fields writing, production. Excellent record in both commercial and public service, transcription network and locally produced shows. Excellent references.

BOX 482,
BROADCASTING

CHIEF ANNOUNCER - MANAGER

Ten years experience all phases 250 w to 50 kw. Recently completed regional with directional antenna plus FM. General manager during construction. Interested similar position with stock and bonus incentive. Write

Box 543, BROADCASTING

Situations Wanted (Cont'd)

Wanted—Staff announcers berth. Employed at present in large industry close to broadcasting, but I wish to return to the air. Experienced in all types of station operation. Full confidential reply to all inquiries. Write Box 542, BROADCASTING.

Professionally trained announcer. Let audition tell story. Serious, and interested in making radio permanent profession. Wire or write John C. Neuschwander, 2107 N.E. Flanders, Portland 15, Oregon.

Announcer—vet, 25, single, trained in all phases of broadcasting in leading Chicago radio school. Disc and photo on request. Matthew A. Aubrey, 2841 Gustave St., Franklin Park, Illinois.

Available immediately—Program director. Two years experience rural programming. Excellent record, excellent references. Prefer central or southern California. Married. Salary commensurate with local living conditions. Layne Hungerford, 5907 Brier Crest Ave., Bellflower, Calif.

Music director—disc jockey with ticket. Practical experience. $65.00. Box 538, BROADCASTING.

Ready to hop! General manager, 10 year's radio experience, good references. If you hold an AM CP I'm interested in discussing terms for moving to your town and putting you on the air. Wire Gren Darling, Box 350, Emporia, Kansas.

Man experienced in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing complete broadcast transmitters. All with First Class radiotelephone license. Also, graduates in radio-telegraphy with Second Class license. Statements from employers indicate one hundred percent satisfied with graduates. Students graduating every few months. Cook's Radio School, 168 Woodrow Wilson, Jackson, Mississippi.

Technician with first phone license, five years radio repair experience and car seeking broadcast work. Bill Cameron, 495 Tenth Ave., San Francisco 18, Calif.

Engineer. 1st phone, RCA grad, 2½ years radio and radar experience. Will travel. E. Domeseck, 205 Seabreeze Ave., Brooklyn 24, N. Y.

Engineer — 1st phone, experienced. Health requires change of climate. Must have high, dry climate. Preferably Arizona or New Mexico. Write Harold Silvus, WEED, Rocky Mount, North Carolina.

Announcer. Vet, 27, single, grad leading NY announcing school. No commercial experience, but capable, willing and eager to pitch in and become real asset to progressive station. Richard Meyer, 400 Palisade Ave., Bogota, New Jersey.

Announcer—Veteran, single, 29, dependable, cooperative. Free to travel. Disc on request. John Graham, 221 S. Ashland Blvd., Chicago, Ill.

Eleven years, various engineering capacities, one of largest transmitting stations. Seeking job chief engineer small AM or FM station or staff radio engineer larger organization. E.E. Degree, graduate CREI. Vicinity New York City. Arthur Kramer, 377 South Second, Lindenhurst, L. I., N. Y.

Two announcers. Both 25. Single vets. Willing to travel. Completed one year of training all phases of radio. Desire positions with progressive station. Can you use us? Nicholas Mangialardo, 545 N. Springfield Ave., Chicago 24, Ill.

Love that job! Love that boss! But don't love New England winters. Brrrrr! Been saying that for 16 years as WDRC transmitter engineer, last 7 as supervisor. Also, experienced in advertising and radio writing. Will accept best offer from Florida, Texas, N.M., Ariz., or California. Franklin Keefer, WDRC, Hartford, Conn.

Announcer—5 years experience all phases. Available for personal auditions in midwest. Ward, 7230 Yates Avenue, Chicago, Ill.

Radio writer-producer. One year's experience. Have also done some announcing. Vet, 26, college graduate. Reply Barney B. Fields, 1635 S. Ridgeway Ave., Chicago 23, Ill.

Announcer, vet, reliable. Trained in all phases of broadcasting. William Bennett, 4541 N. Sheridan Rd., Chicago.

Arther Edes honor student. Experienced copywriter, promotion, actress. Desire New England. Contact Lee Francis, Ethan Allen Apts., Forest Hills, N. Y.

Writer-announcer—Above average commercial continuities. Northeast. Box 561, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Thoroughly experienced all phases of broadcasting. Presently employed at 5 kw but desires change. Age 27. Married. Box 544, BROADCASTING.

Writer. Girl, five years radio experience, seeks opportunity with station or agency in New York City. Box 545, BROADCASTING.

Disc jockey with a "hit record." 5 years of spinning platters, pulling mail, building Hoopers and selling merchandise. Sold an audience of 2 million for 2 years. Am anxious to settle in progressive metropolitan city. Ideas, energy, enthusiasm. Write or wire "Jockey," 11360 Sunset Blvd., L. A., Calif.

General manager now employed sales-manager successful west coast metropolitan network station. Excellent references. Box 546, BROADCASTING.

Announcer desires permanent position. Have had approx. five years experience in all phases of announcing. Qualified for news, ad-lib, interviewing and other commercial work. Guaranteed good announcer. Veteran of AAF. Good appearance. Nice personality. Am employed at present, but desire change. Box 547, BROADCASTING.

Looking for announcer-control man? Graduate of leading Chicago radio school and highly recommended by staff. Previous experience WJOB, Hammond, Ind. Midwest preferred. Contact Edward Planter, 11720 S. Normal, Chicago 28, Ill.

Continuity writer. Veteran, 26, single. Material available upon request. Box 551, BROADCASTING.

Announcer. Veteran, single, 26. Graduate responsible broadcasting school, 2 year course. Will travel. Disc, photo upon request. Box 550, BROADCASTING.

Just a second! Announcer-writer. 23, single. Good voice. Travel. Box 549, BROADCASTING, Chicago, 360 N. Michigan Ave.

For sale! On the block—12 years of radio experience to the highest bidder. Purchaser will receive a program director, newscaster, announcer and actor all wrapped up in one. Successful piece of talent heard on 500 to 50,000 watt stations. New ideas included. Bids from Chicago, midwest and west coast cities will receive first consideration. New stations not disqualified. Immediate action necessary. Box 548, BROADCASTING.

Program director—Ten years New York City stations; announcing, continuity, production, special events. Prefer east. Box 560, BROADCASTING.

Engineer—1st class telephone, telegraph. Ham, communication experience. Young, ambitious. Will travel. Box 559, BROADCASTING.

Announcer—Ambitious, reliable. Trained by leading Chicago radio college. Commercials, news, turntable experience. Would like small station preferably in midwest. Photo and disc on request. Write Bill Fiore, 814 S. Winchester, Chicago.

Attention Florida stations. Desire control operator's position in network station of 1 kw or more. Have first class ticket. Four years experience as combination man in southern city. Presently employed by ABC affiliate. Single, 25, Navy veteran. Best references. Will consider doing some combination work. Present salary $60 for 39 hours. Box 558, BROADCASTING.

Announcer—Single, 24, veteran, graduate leading radio college. Disc, photo available. John Somers, R 2, Elgin, Ill. Elgin 98304-3.

Husband and wife, versatile, 15 years experience before mike, writing, promotional programming. Available freelance or staff. Brochure and disc on request. Box 555, BROADCASTING.

News editor—Capable newspaperman with radio experience desires permanent radio connection. Can write, assemble, edit news, commentaries, etc. Executive ability. Just give me the chance—I'll do the rest. Box 554, BROADCASTING.

Sports-special events specialist—Experienced basketball, baseball, football, hockey, fights, all ad-lib remotes. Write, produce own studio sports shots. Only interested in programming with punch and station that needs hardworking special events department to boost established outlet or to grow with new organization. Box 562, BROADCASTING.

Available immediately—Two 1st class engineer-announcers. With plenty of experience. Box 553, BROADCASTING.

Experienced bookkeeper-traffic manager desires change of scenery. Box 552, BROADCASTING.

Multiplexing Demonstrated To NAB Convention Group

MULTIPLEXING sound and facsimile, the simultaneous broadcasting of both sound and visual copy on a single FM carrier wave, was demonstrated to delegates at the NAB convention in Atlantic City through the combined efforts of Alden Products Co., manufacturer of FM equipment, and WPEN-FM Philadelphia.

The dual transmission was accomplished by diverting the upper 2500 cycles of the 15 kc FM band for broadcasting the facsimile signals, leaving the other 12.5 kc for the sound broadcast, according to Robin D. Compton, director of radio engineering of the *Philadelphia Evening Bulletin*, operator of WPEN and WPEN-FM.

Mr. Compton explained that this is ample space for good sound transmission for speech and for most music, but added that his station does not propose to attempt multiplexing in connection with high fidelity programs, such as symphony concerts. For news or any talk program, or for the broadcasting of ordinary phonograph records the dual transmission is satisfactory, he stated.

"We feel that a multiplex operation for sound and facsimile has definite possibilities for the FM operator in that it offers him a new service without bringing about the loss of his listening audience during his facsimile broadcast periods," Mr. Compton said. WPEN-FM, he added, plans on broadcasting a five-minute facsimile news program each hour during its daily period of FM sound broadcasting, utilizing this multiplexing process.

Line drawings, weather maps, cartoons and similar pictorial material can be multiplexed satisfactorily as well as columns of type, Mr. Compton said. Photographs of delicate shading are avoided, he explained, as they do not reproduce well in the remote reaches of the station's signal where the noise level is high and WPEN-FM plans to devote much of its facsimile transmission to serving rural areas at some distance from the city.

The convention demonstrations of multiplexing were chiefly news broadcasts, the printed words and pictures accompanying the voice newscasts.

For Sale

For sale: General Electric Model 51 wire recorder used but in good condition complete with microphone and four spools wire. First check $400, payable to KICA, buys it prepaid. R. B. McAlister, Mgr., KICA, Clovis, New Mexico.

Radiotone recorder—playback. Latest model. Perfect condition. Two speed; inside-outside. Two mike channels. Overhead drive. Tone control. Cuts masters. Cost $650. Best offer. DeLuxe, 2713 W. Lisbon, Milwaukee, Wisc.

GE wire recorder. Factory rebuilt. Make offer. Engineering Department, Radio Station WJW, 1375 Euclid Avenue, Cleveland, Ohio.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Presto model "L" playback, like new, $235. Two new Shure model 556-A mikes, $60 a piece. Radio Station KOME, Tulsa, Oklahoma.

Pierce wire recorder, 1946 model 55-A, three spools of wire, two emties, original cost $700 plus freight, will ship to first check for $350. Write or wire Dave Breister, KSTT, Davenport, Iowa.

Temco transmitter, 250 watts, never used, control console, monitor amplifier, two loud speakers in cabinets, oscilloscope. $1500 takes everything. Chester Daly, 1943 Seneca, Buffalo.

Wanted to Buy

Wanted to buy—Experienced broadcaster will buy part or all of CP or going station. Location unimportant, but quick action forthcoming if potential is there. Box 465, BROADCASTING.

Individual wants to buy 250 watt radio station. Write full details. Box 524, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Satisfied clients recommend us. Antenna measurements, coverage maps, installation. Reasonable rates. Box 510, BROADCASTING.

Look! More for your buck! 15 page silly song titles, jokes, poems, etc. "Material Storehouse," Issue 1. Box 556, BROADCASTING.

NAB EXHIBIT CHANGES ADVOCATED THURSDAY

SUGGESTIONS for improvements in the exhibits and exhibition space at the 1948 NAB convention were offered and discussed by exhibitors at this year's convention Thursday morning at a session called for that purpose by Arthur Stringer, NAB director of special services. One suggestion was that the transcription companies exhibiting at the convention should have a place to play their recordings fairly close to their exhibit booths. Another concerned the height of back walls, with some expression of displeasure because those at the Atlantic City hall were about standard height. Richard B. Scott of General Electric Co., named temporary chairman of the group, will prepare a memorandum of the proposed changes in exhibition hall conditions and send copies to the ten companies represented at the meeting.

FOR SALE

TEXAS

250 Watt Network Station

Newly established 250 watt network outlet in small west Texas city—cleared approximately $1,000.00 in July could be made to earn $15,000.00 to $20,000.00 profit annually if carefully managed. Single station market serving a rich area. Transmitter and studio in one unit effecting economy of operation. Financing can be arranged to right party for part of the purchase

Price: $35,000.00.

Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn,
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Text of Code

(*Continued from page 17*)

sical agony should never be presented in detail.

Episodes involving the kidnapping of children should never be employed.

Sound effects, calculated to mislead, shock, or unduly alarm the listener, should not be used.

Physical and Mental Afflictions

Program material which depends upon physical or mental imperfections or deformities should not be used in a way which will tend to offend sufferers from similar defects.

The presentation of insanity or other mental or physical maladjustments for any sort of plot development should be approved only if within the bounds of good taste.

Simulation of News

Fictional events and non-news programs should not be presented as authentic news broadcasts, or news announcements.

Sound effects and expressions characteristically associated with news broadcasts, such as "bulletin," "flash," "stand by," "here's news," "attention," should be reserved for the announcement of news and should not be used for any other purpose except where no possible confusion may result.

Litigation

Comment or opinion on pending litigation which could reasonably be construed as an attempt to influence a decision or which might otherwise obstruct the orderly course of justice should not be used.

Simulation of court atmosphere or use of the term "court" in a program title, in such a manner as to create the false impression that the proceedings broadcast are vested with judicial or official authority, should not be employed.

Professional Advice

Broadcasting of legal, medical or other professional advice, diagnosis or treatment should be permitted only in conformity with the law, and recognized ethical and professional standards.

Sports Events

The regular and recurrent broadcasting of information relating to prevailing odds on any sports event, the effect of which could be expected to encourage gambling, should not be permitted.

SECTION 2—STANDARDS FOR SPECIFIC PROGRAMS

News Broadcasts

1. News broadcasts should keep the people informed—fairly, accurately and without sensational treatment.

2. News commentary and analysis should be clearly identified as such. The broadcaster's news service should be fair, balanced and unbiased, representing all significant and pertinent phases of opinion upon issues of public importance.

3. Broadcasters should be at all times responsible for the control of the content and format, and presentation of all news, commentary and news analysis broadcasts. In no circumstance should such responsibility be delegated to a sponsor or other person or agency.

4. Newscasters, analysts and commentators should be members of the broadcaster's staff or be directly and solely responsible to the broadcaster for the content, format and presentation of their news, commentary and news analysis broadcasts.

5. News should not be broadcast in such a manner as to create alarm or panic.

6. Good taste should always prevail in the selection and handling of news. Stories of crime or sex should at all times be handled without morbid, sensational or alarming details.

7. Broadcasters should exercise particular discrimination in the acceptance and placement of commercial announcements on news programs. Special care should be used to avoid those sound effects, singing commercials or other devices which, while acceptable in other programs, would not be appropriate when used in connection with news programming.

8. No middle commercial (announcements preceded and followed by regular or analytical news content) should be included in programs of news, news commentary and news analysis which are less than fifteen minutes (14:30) in length.

9. Commercial announcements in connection with news programs should be distinctly set apart from the news content.

10. Agricultural news. Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcasts

General

All political broadcasts should be in accordance with the provisions of the Federal Communications Act.

The procedure outlined in those provisions should be followed with respect to allotting time in behalf of, or against, public proposals which are subject to ballot.

Policies

1. No dramatization of political issues should be permitted.

2. All political broadcasts must be clearly identified as such.

3. Political broadcasts should not be subject to censorship, but the broadcaster should reserve the right to check them for compliance with the law of defamation, sedition, etc.

Public and Controversial Issues

General

Time for the presentation of public questions, including those of controversial nature, should be allotted with due regard to all other elements of balanced program schedules, and to the degree of public interest in the questions to be presented. A broadcaster in allotting such time should use his best efforts to insure fair presentation of those issues which concern the welfare of the community.

Policies

1. The presentation of viewpoints in connection with controversial public issues should be confined to periods or programs specifically designed for that purpose.

2. Controversial issue programs should be clearly identified as such and no techniques should be permitted which may mislead listeners to believe the program is of a news, entertainment or other character.

3. Where time for the discussion of controversial issues is provided to one side, it should be available on equal terms to significant opposing viewpoints.

4. No dramatizations of controversial issues should be permitted. The materials should be presented in a straight-forward manner to appeal to the intellect and reasoning of the listener, rather than to his emotions. The presentation should be made by properly identified authorities.

5. Broadcasts of controversial issues should not be subject to censorship, but the broadcaster should reserve the right to check them for compliance with the laws of defamation, sedition, etc.

Religious Programs

To every American the Bill of Rights guarantees freedom of worship without fear of intimidation or reprisal. Radio, therefore, which reaches men of all creeds simultaneously, should not be used to convey attacks upon religion.

Religious programs should be presented by recognized and responsible groups and organizations.

Religious broadcasts should place major emphasis on broad religious truths. They should not be used for the presentation of controversial questions or for the expression of partisan opinions or discussions. Appropriate time, other than that designated for religious programs,

Frey, Rine Win Golf Tournament

Frey has 74 Low Gross; Rine Takes Low Net Honors With 65

GEORGE FREY, NBC New York, shot a two-over-par 74 to win the 12th annual NAB Golf Tournament for the BROADCASTING Magazine low gross trophy against a field of 60 broadcasters from 22 states at Atlantic City Country Club on Sept. 14.

Mr. Frey went one over par on each nine to take the title, carding 11 pars and three birdies. He was five strokes ahead of his elosest competitor, George Bolling, Bolling Co., New York, who had a 79.

The low net title was taken by William E. Rine, WWVA Wheeling, W. Va., who posted a 95—30—65. Mr. Frey also had a 65 net by virtue of a 9 handicap, but since he won the low gross the net trophy went to Mr. Rine.

Ken Carpenter, Bolling Co., Chicago, was runner-up to Southpaw Rines with a 67, while Jack Poppele, WOR New York, and Bob Harrington of WSVA Harrisonburg, Va., tied for third with 69.

BROADCASTING Magazine awarded the silver cups to the winners and played host at a 19th hole cocktail party.

Mr. Frey . . . low gross score.

Mr. Rine . . . low net score.

should be supplied for such use.

No offer (other than free copies of the message presented) should be permitted on religious programs. No appeal for funds should be permitted on such programs.

Crime and Mystery Programs

In determining the acceptability of crime and mystery programs, due consideration should be given to their possible effect on all members of the family and the following should be observed:

1. No program should be accepted which tends to make the commission of crime attractive.
2. The use of multiple crimes of violence and the use of horror for its own sake should not be permitted.
3. Law enforcement should be upheld and portrayed with respect, characterization of officers of the law as stupid or ridiculous should be avoided.
4. Programs which exalt the criminal or condone the crime should not be presented.
5. Criminals should always be punished either specifically or by implication.
6. The techniques and methods of criminals should never be presented in such detail as to inspire imitation. Blueprints for crime should be avoided.
7. The commission of crime should not be treated in a frivolous, cynical or calloused manner.
8. Murder, or revenge as a motive for murder, should never be justified.
9. Brutal killings, torture or physical agony should not be presented in detail.
10. Episodes involving the kidnapping of children should not be broadcast.
11. Suicide should never be presented as a satisfactory solution of any human problem.

Children's Programs

General

Programs designed for children require the closest supervision of broadcasters, both as to content and method of presentation. Programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

Programs for children and young people should be designed to meet the following:

1. They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.
2. They should contribute to healthy personality development. They should contain no material which jeopardizes sound character development.
3. They should provide opportunities not only for entertainment but also cultural growth.
4. Criminals should not be portrayed as heroes. Cruelty, greed and selfishness should not be presented as worthy motivations. Unfair exploitation of others for personal gain should not be made

WIDE OPEN NAB code discussion was led by this group, who took active part in its drafting (seated, l to r): Harold E. Fellows, WEEI Boston; Ken R. Dyke, NBC; Edgar L. Bill, WMBD Peoria; John M. Outler Jr., WSB Atlanta; Harold Fair, NAB program director. Standing, Merle Jones, WCCO Minneapolis, Program Committee chairman; Robert D. Swezey, MBS, Special Standards chairman.

praiseworthy. Vice in any of its manifestations should not be made appealing or attractive.

5. Programs involving tortures, horror, or the supernatural, where likely to terrify or unduly excite the emotions, should be avoided.
6. No profanity or vulgarity should be permitted.
7. No reference should be made to kidnapping, or threats of kidnapping.
8. No program or episode should contain material or end with an incident which will create in the child's mind morbid suspense or other harmful nervous reactions.
9. No appeal should be made to the child to help characters in the story by sending in box tops or wrappers. There should be no appeals urging children to purchase the product in order to keep the program on the air.
10. Since contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box tops or wrappers may present a definite element of danger to the children, they should not be accepted.

SECTION 3—COMMERCIAL POLICIES

Acceptability of Advertiser and Product

No broadcaster should make his facilities available to, or accept, commercial copy for any product or service until he has satisfied himself of the integrity of the advertiser, the quality of product, or value of service and the validity of the claims made, and the good taste of the commercial presentation.

Business Not Acceptable

Broadcasters should not accept advertising of:

1. Any spirituous ("hard") liquor.
2. Any product or service, the sale or rendition of which, or the method of sale or performance, constitutes a violation of law.
3. Any occultism, fortune-telling, mind-reading, or character-reading by handwriting, numerology, palm-reading, astrology or phrenology.
4. Matrimonial Agencies.
5. Offers of "homework" except by firms of unquestioned responsibility.
6. Any "dopester," tip-sheet or race track publications.
7. All forms of speculative finance. Before broadcasters accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent Federal, state and local laws.
8. Reducing agents, including foods and beverages, designed solely to perform that function.
9. Products designed for the care and relief of ailments of human or animal life which are chronic or irremediable or for conditions in which self-medication presents an element of danger.
10. Mortuaries, cemeteries, morticians, casket makers, memorial parks or any product or service

(*Continued on page 94*)

Code

(*Continued from page 15*)

Tuesday, feeling prevailed that the convention was well on the way toward endorsement of the work by the code drafters—the Special Standards of Practice Committee, of which Robert D. Swezey, MBS vice president, is chairman, and the Program Executive Committee, headed by Merle S. Jones, WCCO Minneapolis.

Then came the statement by FCC Chairman Charles R. Denny that the association needed a code and that the Commission would take recognition of a station's adherence to its provisions (see separate story). At first many delegates feared their own code would become a second Blue Book, but soon most of them put aside worries about Commission's policies and returned to the serious job of writing a set of standards.

The code had jumped off to a start even before general convention sessions opened Tuesday as a result of approval by NBC, CBS and MBS officials or affiliate groups. ABC affiliates recommended that no code be adopted at the convention, not in itself a mandate against adoption by the board under the authority vested in it by the by-laws.

In the introductory talks by code drafters, Edgar L. Bill, WMBD Peoria, chairman of the subcommittee on general practices, said the industry faced a choice between government and self-regulation. The government is getting deeper into the programming field, he said. The answer, he proposed, is to make radio a more useful means of communication. Mr. Swezey opened reading of the code, inserting remarks on certain provisions.

John M. Outler Jr., WSB Atlanta, chairman of the commercial practices subcommittee, commented briefly on the section governing specific programs. Harold E. Fellows, WEEI Boston, member of the commercial practices subcommittee and District 1 director, carried the load on the hottest part of the document, Section 3, dealing with commercial practices. He asked frank and open discussion and recalled how hard the committees had worked in the preparatory stages.

Mr. Fellows said the "nutshell" version of the code in the Tuesday daily convention issue published by BROADCASTING graphically summed up the entire document. This version was—"Not more than three minutes commercial time allowed in any quarter-hour program." Mr. Fellows suggested substitution of "15 minutes" for "quarter-hour."

The committees had encountered most difficulty in the limitation of commercials in participation and multi-sponsor programs, he said, and floor discussion reflected disagreement on the limit.

Red Cross, WMAZ Macon, Ga., enlivened the opening discussion by suggesting that Chairman Denny's statements might be construed as "the punitive portions of the code."

Anti-trust angles of code enforcement were discussed at length by Judge Miller, who had reviewed this phase of code operation in his Tuesday morning keynote speech (see separate story).

Members of the Special Standards of Practice Committee, besides Messrs. Swezey, Bill, Fellows and Outler, are George C. Biggar, KCRG Cedar Rapids, Ia.; Eugene Carr, WPAY Portsmouth; Roger W. Clipp, WFIL Philadelphia; Walter J. Damm, WTMJ Milwaukee; Ken R. Dyke, NBC; Gilson Gray, CBS; Gayle V. Grubb, KGO San Francisco; C. T. Lucy, WRVA Richmond.

Members of the Program Executive Committee, besides Chairman Jones and Messrs. Bill and Swezey: Philips Carlin, MBS New York; Arthur B. Church, KMBC Kansas City; Stanley E. Hubbard, KSTP St. Paul; Herb Plambeck, WHO Des Moines; H. W. Slavick, WMC Memphis; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; E. R. Vadeboncoeur, WSYR Syracuse.

Harold Fair, director, NAB program dept., participated actively in preparation of the standards.

NETWORK OFFICIALS, affiliates, and guests at the head table at the CBS dinner for affiliates Sunday night in Atlantic City included (l to r) Ken Brown, KWFT Wichita Falls, Tex.; H. V. Akerberg, CBS vice president in charge of station relations; Clyde F. Coombs, KARM Fresno; Frank K. White, network vice president and treasurer; NAB President Justin Miller; CBS President Frank Stanton; FCC Chairman Charles R. Denny; I. R. Lounsberry, WGR Buffalo; Joseph H. Ream, CBS executive vice president and secretary; W. H. (Slim) Summerville, WWL New Orleans; Adrian Murphy, CBS vice president.

* * *

CBS Affiliates Endorse New Code

Paley Saw Need Year Ago, Affiliates Are Told By Stanton

STRONG ENDORSEMENT of a standards of practice code for the radio industry was voted Monday night by the Columbia Affiliates Advisory Board at a dinner-meeting at the Hotel Traymore in Atlantic City held in conjunction with the 25th annual NAB convention.

Frank Stanton, CBS president, in announcing the CAAB's vote, declared that it was William S. Paley, CBS board chairman, who first noted the need for such a code in a talk before the 1946 NAB convention in Chicago.

At that time Mr. Paley charged radio broadcasting with "advertising excesses" and "too high a percentage of commercial copy or material which is irritating." He also charged that it was not the advertisers who were at fault but the broadcasters. He then said the "cure is an industry-wide code of of standards strongly supported and strongly publicized by broadcasters."

Board Members

The nine men who make up the board represent the 161 independently-owned stations affiliated with Columbia. They meet with CBS officials several times a year, usually at Columbia's New York headquarters.

Board members at the dinner were: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, secretary; Kenyon Brown, KWFT Wichita Falls, Tex.; Clyde Coombs, KARM Fresno, Calif.; George Higgins, KSO Des Moines; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall, WMBR Jacksonville, and W. H. Summerville, WWL New Orleans.

CBS officials attending the meeting, in addition to Mr. Stanton, were: Joseph H. Ream, executive vice president; Frank K. White, vice president and treasurer; Adrian Murphy, vice president; H. V. Akerberg, vice president in charge of station relations; Earl H. Gammons, vice president in charge Washington office; William C. Gittinger, vice president in charge of sales; Edwin Buckalew, director of Western Division station relations; Ralph Hatcher, manager, co-op division, and William B. Lodge, director general engineering.

CBS opened its convention activities by a dinner at Hotel Traymore for its affiliates, attended by more than 500 broadcasters, government officials and business leaders Sunday, Sept. 14.

Among those attending were: Chairman Charles R. Denny Jr., and Comrs. E. M. Webster and E. K. Jett of the FCC and the following members of the FCC staff—Benedict P. Cottone, general counsel; David C. Adams, assistant to the general counsel, and William R. Massing, chief of the License Division.

NAB Executives Present

Top NAB executives present included Judge Justin Miller, association president, and A. D. Willard Jr., executive vice president. Also attending were Frederic R. Gamble, president, American Association of Advertising Agencies; C. E. Hooper, W. Ward Dorrell and Fred H. Kenkel, of C. E. Hooper Inc.; John Churchill, director of research, Broadcast Measurement Bureau; Dr. Sydney Roslow, of The Pulse Inc., and Rodney Shearer, vice president of the A. C. Nielsen Co.

The dinner was presided over by Mr. Stanton. Entertainment was staged under direction of Werner Michel, assistant director of programs for CBS. Charles Collingwood of the CBS news staff was master of ceremonies.

Among CBS executives at the dinner: Mr. Ream, Mr. White, Mr. Murphy, Mr. Akerberg, Mr. Gammons, Mr. Gittinger, Mr. Buckalew; L. W. Lowman, vice president in charge of television; Howard S. Meighan, vice president in charge of station administration; Davidson Taylor, vice president and director of public affairs; D. W. Thornburgh, vice president in charge of Western Division.

Julius Brauner, secretary and general attorney; Carl Burkland, general manager WTOP Washington; Wendell B. Campbell, general manager, KMOX St. Louis; Thomas D. Connolly, director program promotion; George Crandall, director press information; Frank Falknor, assistant general manager, WBBM Chicago; Harold E. Fellows, manager of New England operations and general manager, WEEI Boston; Michael J. Foster, trade news editor; Gilson Gray, director of editing; Ralph Hatcher, manager, co-op division; Arthur Hull Hayes, general manager, WCBS New York; Merle Jones, general manager, WCCO Minneapolis-St. Paul; John J. Karol, sales manager; William B. Lodge, director, general engineering; William A. Schudt Jr., Eastern Division manager, station relations; J. Kelly Smith, director of station relations; J. L. Van Volkenburg, general sales manager, Radio Sales, and Elmo C. Wilson, director of research.

MBS Endorses NAB Proposed Standard

Attitude Toward Code Left Up To Affiliates

MUTUAL NETWORK management last Monday endorsed the proposed NAB Standards of Practice and committed the network to observance of its provisions should the code be promulgated. The code action was taken at a meeting of Mutual affiliates at the Hotel Chelsea, Atlantic City.

The network, however, left to the affiliates themselves the question of code attitude, feeling it was not a matter that could be settled in the brief interlude since announcement of the code Monday morning. MBS felt its affiliates would have ample chance to express their views at the general convention session on the code the next day.

Lewis Allen Weiss, Don Lee Network and chairman of the Mutual board, praised network management under President Edgar Kobak. Robert A. Schmid, station relations vice president, presided at the dinner session, attended by 350.

Mr. Kobak discussed sales problems, new business and prospects of future accounts.

Robert D. Swezey, MBS vice president and general manager, outlined developments leading up to writing of the proposed NAB Standards, in which he played a leading role. He went into relations with the AFM and told about discussions with SESAC over network performance of that organization's compositions. He told also of problems confronting the network in operating under daylight savings time.

E. P. H. James, manager of sales operations, told the story of the Mutual Listenability Study which he said establishes a Mutual audience including a heavy share of U. S. radio homes. Phillips Carlin, program vice president, reviewed the network's plans to capture and hold these listeners with a strengthened programming structure, including addition of new personnel. Bert Hauser, in charge of cooperatives, explanied the network's programming setup in that branch and its plans for the future.

* * *

MBS officials and FCC members gather before Mutual affiliates dinner Monday at NAB convention. L to r: Theodore C. Streibert, president, WOR New York; Comr. E. M. Webster; Edgar Kobak, MBS president; J. R. Poppele, vice president and technical director, WOR; Charles R. Denny, FCC Chairman; Comr. Robert F. Jones; Paul A. Walker, FCC vice chairman; Lewis Allen Weiss, vice president and general manager, Don Lee Broadcasting System and chairman of the Mutual Board, and Comr. E. K. Jett.

NBC

(*Continued from page 16*)

The early time in the Central zone was set to minimize the problems of rebroadcasts, it was said.

Additionally, the network adopted principles for "the guidance of producers and sponsors" of crime programs. The principles were not unlike those embraced in the NAB code.

The NBC late-hours policy is officially effective Jan. 1, 1948, according to the resolution, but it was seen as practically effective almost at once since the network's three regular winter crime shows, *Mr. District Attorney*, *The Big Story* and *Mystery Theatre* are broadcast at 9:30 p.m. or later, and its *Ellery Queen*, a summer replacement goes off the air at the end of this month.

The speech by Mr. McElroy, who was one of four important business leaders to address the opening session of the NBC convention, was regarded as one of the sternest appraisals of radio, from the commercial point of view, to be delivered since the war.

It was in the matter of radio's economics, he made it plain, that Procter & Gamble was most concerned.

Clouds on Horizon

Mr. McElroy saw on radio's horizon "certain clouds (that) tend to dim the future of the medium as an economic salesman of mass used products."

"In a nutshell," he said, "we are deeply concerned with the advancing cost of radio advertising."

He said that in the 15 years that P&G has been using radio as one of its major advertising media, radio costs have advanced "not only directly but indirectly."

"As the actual out-of-pocket prices of time and talent have advanced, and as various restrictions are being proposed concerning the commercial activities which must support these high time and talent charges, there has been another blade of the scissors working to reduce the economy of radio by cutting down on the listening to the average radio show."

Consequently, said Mr. McElroy, "the cost per listener has sharply increased in spite of the great expansion of the number of radio homes."

If radio costs continue to rise and individual audiences to dwindle—and if further restrictions inhibit the impact of sales talks on the air—"we will have no choice but to shift to a more advantageous advertising medium," said Mr. McElroy.

Mortimer Asks Support

Preceding Mr. McElroy and Mr. Larmon at the first morning's session was Charles G. Mortimer Jr., vice president in charge of marketing of General Foods Corp. and chairman of The Advertising Council.

Mr. Mortimer called for more vigorous support of Advertising Council campaigns as a means of improving radio's public relations.

"Men who have been close to the Council have, more than once, expressed the opinion that radio has reaped more benefits and realized more good—public relations-wise—from the Council's operations than any other phase of advertising," said Mr. Mortimer.

At a luncheon meeting of NBC affiliates, Kent Cooper, executive director of AP, condemned government operation of overseas news transmissions, either by radio or through the press, and called upon newspapers and radio to "unite" to keep speech and the press free.

Mr. Cooper said that U. S. Government foreign broadcasts, undertaken "to meet Russian competition," constituted government propaganda, the results of which were impossible to measure.

Radio, which "is seeking to be healthily independent of government and is appealing to the public to confer upon it the same freedom and independence that the American press enjoys," ought to be consistent, he said, and conduct foreign news dissemination "free from government supervision as to form and text."

Americans, he said, had the right to be better informed about what is going on in the world "than any other people on earth."

"My proposal to you, most earnestly made, is that press and radio unite to see to it that this always shall be true."

At the morning session, Sept. 13 NBC announced it would reserve spots during football broadcasts and its symphony programs Saturday evenings for announcements and short talks concerning the American system of broadcasting.

The plan for an independent association of NBC affiliates was abandoned even before the planned organizational meeting convened on Sept. 11, it was understood. The organizational committee had concluded that such a project was a forlorn hope.

The group did propose a series of resolutions designed to create an autonomous SPAC and offered them to the NBC affiliates meeting the next day, only to see them tabled by an overwhelming 2-1 vote after no more than 45 minutes of discussion, it was learned.

At the NBC convention on Sept. 13, however, SPAC Chairman Paul W. Morency, WTIC Hartford, proposed that affiliates and the network explore the desirability of broadening the scope of SPAC activities, and Niles Trammell, NBC president, himself suggested that SPAC membership might be enlarged from seven to perhaps 10 so that representatives at large from the three major classifications of stations—local, regional and clear channel—might be included.

These proposals, unanimously approved, covered some of the same issues contained in the recommendations of the Affiliated Committee, headed by Harry Bannister, director of WWJ Detroit.

The Bannister group proposals were tabled on motion of Dick Lewis, vice president and general manager of KTAR Phoenix, after their introduction by Mr. Bannister and following a minimum of discussion, it was said.

Enlarge Committee

It was after Mr. Morency's presentation of his resolution to explore the possibilities of SPAC expansion that Mr. Trammell suggested it might be desirable to enlarge the committee and broaden its scope. He had vigorously opposed the original plan, and several months ago said that the organization of an independent association might result in the dissolution of SPAC.

Although no formal resolution was taken on the subject, the NBC meeting reportedly agreed that SPAC elections would henceforth be conducted by SPAC itself and not by the station relations department of the network which has in the past conducted them.

Committee members present in addition to Mr. Bannister were Walter J. Damm, WTMJ Milwaukee; Nathan Lord, WAVE Louisville; Ralph Evans, WHO Des Moines, and John J. Gillin Jr., WOW Omaha, ex officio. Others present included Mr. Morency, Henry W. Slavick, WMC Memphis, and Milton Greenebaum, WSAM

(*Continued on page 93*)

ABC Favors New General Code With Station Consideration

MARK WOODS, ABC president, and Roger Clipp, chairman of the network's stations planning and advistory committee, called for a broad general code for broadcasting at an affiliates' dinner Monday night in the Claridge Hotel, Atlantic City, held coincidentally with the NAB convention.

Mr. Woods said ABC was in favor of a set of standards which would serve as a guide to the stations throughout the country. He pointed out, however, that individual stations have individual problems and emphasized that no national network, could or should take a definite step on such standards until it had considered the matter thoroughly and had consulted at length with its affiliates. This, he indicated, would be the ABC policy.

Mr. Clipp discussing the same point, said that any code should provide a framework around which local stations can provide the best service. He stressed that the ultimate responsibility for rendering service lies with individual stations which best know the needs of their particular listeners.

Station Break

Mr. Clipp, general manager of WFIL Philadelphia, also discussed the importance of station breaks as a source of revenue to individual stations. On this matter he said:

"ABC assured your committee this afternoon that it is unwilling—at all times—to make any move which will take station break revenue away from you. As a result of the meeting today, we have assurance that ABC will protect stations against loss of revenue from station break eliminations and other similar problems which arise from time to time."

On the matter of business prospects, Mr. Woods was able to give the meeting an optimistic picture.

He said current indications, based on billings on hand for the first eight months of 1947, combined with new and renewal business signed to start Sept. 1, are that gross time sales of ABC for 1947 will set a new high and will be at least 6% ahead of the $40,671,130 reported for the previous year.

For the first eight months of 1947 ABC's gross billings are estimated at $27,800,000 as compared with $27,000,000 for the like period a year ago, Mr. Woods said. In addition to the $27,800,000 of billings already on ABC's books, business which continues after Sept. 1 on a non-cancellable basis amounts to about $9,500,000. Commercial accounts resuming sponsorship on ABC during the remainder of 1947 will bring in an additional approximate $1,800,000 in gross billings, he said.

ABC's Video Interests

Turning to television and FM, Mr. Woods told the meeting that ABC has taken an option on a TV transmitter location in San Francisco. Locations already have been selected in Los Angeles, Chicago and Detroit, and in New York a site soon will be selected.

In addition, ABC has five television transmitters on order. Assuming the reasonable prompt delivery of engineering equipment, he said, ABC will be on the air with television before another 12 months have passed.

Regarding FM, Mr. Woods said ABC believes in the duplication of all programs. He said representatives of the broadcasting industry have been meeting with union representatives in the hope of reaching a satisfactory arrangement. The network is on the air with FM in Los Angeles and expects to start in San Francisco next month.

Also announced at the dinner was project of developing a nationwide outdoor advertising campaign for ABC. Signs, 24 feet by 8, will be placed on major highways calling attention to the individual affiliate in the area and its frequency as well as of ABC. Signs will be of the Scotch light type, visible both day and night through the use of the plastic glass and lead combination.

All-Industries Radio Drive Is Proposed

Broadcast Adv. Clinic Endorses NAB Plan

PROPOSALS for NAB programs to (1) carry the story of radio's sales effectively to all industries; (2) adapt the principles of the Joske department store radio studies to other retail fields, and (3) do research and promotion on television's sales power were presented to the NAB Broadcast Advertising Clinic at the convention last Monday.

Recommendations for an overall industry presentation, likely to take the form of a sound motion picture and to be directed first to large industries and concerns not now using radio, were endorsed without dissent by the approximately 250 station and station sales managers attending the clinic.

Application of Joske Plan

The clinic also authorized the sales managers executive committee, whose subcommittees offered the proposals, to recommend to the NAB board that the television research and promotion project be undertaken under the supervision of the Research Dept. and the Dept. of Broadcast Advertising. The proposal for application of the Joske plan in other retail fields, which would involve establishment of a retail research bureau, was a recommendation of a subcommittee to the sales managers executive committee.

Meanwhile, the clinic also:

1. Voted to table a recommendation to the industry that incentive commissions on talent charges in program sales be paid to advertising agencies, national representatives, and local salesmen in keeping with station policy respecting commissions on time charges.

2. Approved a report outlining proposed minimum requirements for advertising agency recognition, which envisaged establishment of "community media groups" to review applications and issue or withhold certificates of recognition.

3. Was told that the campaign to increase radio's "tune-in" will bring to radio stations, in October, packages of spot announcements urging listeners to "buy another radio set."

Details of the proposed overall industry presentation on radio's selling power remain to be worked out, and the clinic authorized appointment of a committee for this purpose. NAB board action is necessary to effectuate the project.

Go to the Top

Arthur Hull Hayes of WCBS New York outlined the proposal as head of an SMEC subcommittee named last May, in recognition of the growing competition between media, to recommend a plan for presenting radio's story on a parallel with the promotion campaign of printed media. Mr. Hayes emphasized the need for directing the presentation at top industry levels —the owners and chief executives of companies—as well as at the "working" levels. Pointing up the need to gain new advertisers, he suggested that the presentation might be made first to large industries not now using radio, "such as the textile industry."

It was pointed out that a movie would be easy to distribute and might also be edited for showings to civic clubs, schools, advertising clubs and the like. Questions and answers developing during the showings might be compiled into a manual for distribution to members for use in local promotion, Mr. Hayes added. The subcommittee men who worked out the proposal included Chairman Hayes, Lewis H. Avery of Avery-Knodel Inc.; J. Robert Gulick of WGAL Lancaster, and Frank E. Pellegrin as NAB Director of Broadcast Advertising.

Only controversy in the clinic centered on the proposal to pay commissions on talent charges in the sale of programs. The recommendation, worked out by a subcommittee and reported by J. W. Kennedy Jr. of WHAM Rochester, was designed to improve programming by bringing the incentive to sell programs more nearly in balance with the incentive to sell announcements—the latter, it was pointed out, are commissionable while talent charges for programs in most cases are not.

The plan was challenged from the floor by delegates who felt that it might bring sizeable increases in program costs, that it could work hardships on stations having small financial reserves, and that it might have other undesirable results.

Retail Research Bureau

Mr. Gulick of WGAL submitted the SMEC retail advisory subcommittee's report recommending that the principles of the Joske studies of broadcast advertising's effects on department store sales be applied to other retail advertisers. In effect, authorities said, the plan would involve establishment of a retail research bureau. The studies would cover such retail advertisers as automotive and appliance dealers, specialty stores, theatres, florists, banks, real estate dealers, grocery and drug stores, etc.

The same subcommittee also recommended continued cooperation with National Retail Dry Goods Assn. and said six classifications had been tentatively set up for radio program contests. These are shows for (1) children, (2) teenagers, (3) women, (4) men, and (5) farm programs, and (6) general family and miscellaneous shows.

Eugene S. Thomas of WOR New York, chairman of the television

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Advertisers Praise Radio's Selling Power on NAB Clinic

RADIO'S SELLING power was attested by advertising representatives of four stores at the NAB convention's Retail Advertising Clinic in Atlantic City last Monday.

Approximately 250 station managers heard reports on both the results and techniques of four types of programs presented by L. H. Foster of The Fair, Chicago; Miss Myrtle Green, Wieboldt Stores, Chicago; Richard Bailey, Black's Department Store, Waterloo, Iowa, and Julian Trivers, William Hengerer's Co., Buffalo.

W. T. White, Wieboldt Stores sales manager, who was moderator, said the question of most concern to retailers is not whether radio is effective—they know it is, he said, but what they want to find out is how to make it most effective.

Mr. Foster said that The Fair is now spending $100,000 annually in local radio and that at least 30% of all its commercial copy is institutional. He outlined the use of four daily news programs over two stations, a Saturday children's program, and a Sunday religious broadcast in boosting The Fair's sales volume.

Miss Green said Wieboldt Stores, which entered commercial radio 13 years ago, finds that the musical variety program has gained widest acceptance. Each program, she said, is aimed at a definite market. Programs are planned so that instead of being "sponsored" by Wieboldts, they "are" Wieboldts.

Mr. Bailey said Black's spends more radio advertising dollars in proportion to newspapers, than any other store, and that "common sense" is the main factor in its radio use. Black's rural programs have proven highly acceptable, he declared, because they are keyed to "quality, repetition and consistency." The company devotes an entire week to the same merchandise in its radio advertising, and links this campaign with in-the-store promotion of the same products.

Mr. Trivers noted that Hengerer's has broadened its market tremendously and attributed its successful merchandising picture largely to a local participating program broadcast Monday through Friday. He expressed preference for morning hours for department store broadcasts, declaring that the chances for direct sales have been found to be much better during that time.

Joe Dumond, KXEL Waterloo, stressed the importance of station management devoting time, effort and money to provide a personalized service job for the retailer.

Miss Lee Hart, NAB assistant director of Broadcast Advertising, told the group that "station retail advertising meetings bring results." She said that if they expect the retailers to do the planning and day to day work that is necessary to develop sound techniques and results in radio advertising, then broadcasters must "lead the way" by doing the same sort of planning and "by selling the how-to-do-it phases of radio" right along with the selling and servicing of accounts.

STANDING before a convention display are (l to r): Edward C. Obrist, WPEN Philadelphia; Quincy Bracket, WSPR Springfield, Mass.; G. B. McDonald, KBUR Burlington, Iowa; Dietrich Dirks, KTRI Sioux City, Iowa; Mrs. McDonald, and Keith Kiggins, Keith Kiggins Co.

Denny

(Continued from page 15)

the possible economic pitfalls which AM newcomers may encounter, reaffirming his faith in FM and its prospects for highly specialized network services, and suggesting that television development might be well served by a temporary liberalization of FCC standards to permit stations to get into operation at a minimum expense. He sketched the accomplishments of the current International Telecommunications Conference, which he heads, and urged all broadcasters to promote U. S. participation in international broadcasting.

The Blue Book, he said, still stands "unbleached." He said it was apparent that, since its issuance, broadcasters are growing "increasingly aware" of their responsibilities. But "American radio is still too commercial," he declared, telling the broadcasters that "we wish you every success" in efforts to raise industry standards.

Meanwhile, reaffirming adherence to the principle that "broadcasting is a competitive business," Chairman Denny said the commission will continue to make grants so long as there are qualified applicants for available frequencies.

But, he cautioned, the 700 AM applicants now before the commission to look carefully at the costs and at the chances of survival.

Obviously quoting from the still unreleased FCC study of the industry's economic prospects, he said a "recent survey" shows it costs an average of $34,000 to build a full-time local station in a community of less than 50,000 population and that the average increases to $50,000 in larger cities.

Of 249 AM stations built since the war, he said, the survey showed "about half of them were breaking even" financially. The study also disclosed that new stations' chances of succeeding are twice as good in a community without prior radio service as in those where there is competition.

Other highlights:

1. Television — Conceding that the barriers to video development are largely economic, he suggested that "little clusters of television stations might be spawned in various parts of the country" by the use of a single station or network in each section to provide a full program schedule to several nearby stations which, to save money at the outset, would install only a transmitter and antenna to pick up and carry the "master" station's telecasts. He said there are now 12 video stations operating in eight cities and that construction permits are outstanding for 56 others, making a total of 41 cities which have television grants.

2. FM—Taking a cue from the operation of the Continental (FM) network, he saw a possibility that FM in the future will provide highly specialized network programming — networks carrying nothing but classical music, another with dance music, others presenting regular network programs as in AM, one specializing in news, another in features, etc. He noted that FM stations on the air have grown from 66 to 278 in the last year and that 700 others have been authorized and again urged AM broadcasters to "re-examine their position" if they have not applied for FM.

3. International Broadcasting — He urged the broadcasters, though only seven are shortwave licensees, to "take steps to insure that the U. S. plays its proper role in this important field." The State Department's "Voice of America," he said, has been cut to "a whisper" by reductions in programming at a time when it should be "heard throughout the world."

4. International Radio Conferences—Of the three in progress, he said that when they are completed the radio conference will have adopted a worldwide allocation of frequencies up to 10,500,000 kc, will have established a provisional frequency board to engineer assignments on a world-wide basis, and will have set up an international registration board to consider future assignments from the standpoint of international interference, the plenipotentiary conference will have revised the Madrid Convention laying down the broad principles on which technical regulations are founded, and the High-Frequency Broadcast Conference will have laid the foundation for final work to be carried out at a resumed session in Mexico City in 1948.

Chairman Denny's Luncheon Speech

By CHARLES R. DENNY
FCC Chairman

(Abstract of address before 25th Annual NAB Convention, Atlantic City, Sept. 17.)

THE BROADCAST WORK OF THE FCC

I. AM Broadcasting

(a) Statistics on number of new stations.—

LAST YEAR'S prediction that this industry would outgrow the facilities of Chicago's Palmer House has proved accurate. Today you hold your twenty-fifth annual meeting in the largest convention hall in the land.

When I spoke last year there were 1,384 AM stations in operation or under construction. During the year we brought this total up to 1,861—an increase of 477. Of these 1,861, about half were prewar stations. The other half have been authorized since October 8, 1945, the date when the FCC resumed its normal peace time licensing functions.

As a result of these 925 postwar grants, 300 American communities now for the first time are getting a radio station of their own.

The Commission continues to hold firm to what it considers to be a corner-stone policy of the Communications Act—that broadcasting is a competitive business. Accordingly, where we have before us a qualified applicant for an available frequency we shall continue to make grants. We shall not attempt to fashion an umbrella with which artificially to shelter this industry from the consequence of free competitive enterprise.

(b) Pending Applications

Having restated our basic policy I should like to address a sentence or two to the applicants whose cases are still pending before the FCC. Last year when I spoke, there were 659 AM applications pending. Today, despite the fact that the Commission has disposed of an unprecedented volume of cases, there are 700 applications pending.

I would like to urge these 700 applicants to make a realistic reappraisal of the situation in the light of all of the available facts.

First, what does it actually cost to build a new radio station? A recent survey made by the Commission shows that in a community under 50,000 it costs an average of $34,000 to build a full-time station on a local channel. In the larger cities the average cost increased to $50,000. Add to this the cost of operating a station during the initial period. Then endeavor to make a careful estimate of whether the new station can be put on a profitable operating basis and how long it will take to do this. In this connection the recent FCC survey covering 249 new postwar stations showed that about half of them were breaking even or making a profit. Further, the survey showed that if you are entering a community without radio service at present, your chances of success are twice as good as if you were entering a community where you will find competition.

These are business judgments. I have said that the Commission is not going to make them for you. It does not follow, however, that these business judgments should not be made. It is up to you applicants to make them.

(c) The Mayflower Doctrine

Last year's convention in Chicago devoted considerable discussion to the question of whether the broadcaster should editorialize. I indicated that I believed that the Commission had an open mind and would be willing to re-examine its policies on this subject. Now a hearing has been ordered for January. I trust we shall have your cooperation in getting all points of view on this question and in arriving at a solution that will be to the best interest of the radio industry and the public.

(d) The Blue Book

Now let's take a look at the Blue Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental FCC policy.

A WARM SENDOFF was extended by Dr. Clinton O. Churchill (r), WKBW Buffalo, to Arthur Simon as the latter's appointment to the post as manager of WKBW was announced at the convention.

Those who have suggested that the color of the Blue Book is fading point to the fact that the Commission after hearings has renewed the licenses of six stations that received prominent mention in the Blue Book. Two things, however, are overlooked.

First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility.

Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the industry some of the basic questions which we felt should be taken into account in developing program service in the public interest. It was issued to aid broadcasters in developing a consciousness of public service responsibility. In addition, we wanted to indicate the general outline of our licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses would be revoked. For improvements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public requirements. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play.

In the final analysis the success of this industry and the success of the governmental licensing authority are not to be measured by the number of licenses issued or by the number of licenses revoked.

The important thing in broadcasting is what comes out of the loud speaker. The renewal applications and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Here in Atlantic City you are considering a detailed code by which

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Denny Abstract

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you hope to raise the standards of your industry.

In this objective we wish you every success. There is still much to be done. American radio is still too commercial.

However, the discussion seems to have gotten away from the point whether the proposed code is good or bad. Instead, there is a lot of speculation about what is said or what I didn't say in response to a question from Jack Gould of the *New York Times*. Let's read Jack's article.

Jack asked me what I thought of the code. Now I quote from the article:

> "Charles R. Denny Jr., Chairman of the FCC, said he had not read the code. and, accordingly, was not preparer to express an opinion on its contents."

Then Jack asked, "Suppose they adopt a code and then a few stations don't live up to it?"

Now I quote again from his article:

> "At the same time expressed the opinion that it would be an appropriate subject of inquiry by the FCC if a station sought a renewal of its license, yet had not adhered to the minimum standards adopted by the industry as a whole.
>
> 'I think we ought to at least ask about it,' Mr. Denny remarked."

I said it. The article is correct. Every word of it and every comma of it.

The Commission is not going to tell you what kind of a code you should adopt. That is your problem. Personally, I believe that some corrective action is needed in your industry and a good sound code would be a forward step.

But, let us be crystal clear about one thing. Even if you adopt a code and even if it is a good code —and if you adopt one, I hope it will be a good one—we are not going to tear up the Blue Book or close the office at 13th and Pennsylvania Avenue.

Under the law the Commission has a responsibility to make an overall review of your operations when you apply for a renewal of your license.

In this connection I would like to call to your attention a statement by Senator White in a recent hearing. Speaking to the Judge he said at page 269 of the record:

> "Somebody has got to explain to me and bring conviction to me that the quality and the character of programs do not enter into, as a prime factor, a determination of whether a station is performing a public service. If you say that that has nothing to do with the thing, then I say you might just as well scrap all this radio law, and go back to where we were in 1926."

Accordingly, the Commission, under its interpretation of the law, will continue to make an overall review of what you are doing. If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry. But [the decision] will always be based, as they always have been, on the entire record . . .

This does not mean, however, that the FCC is going to go into the business of building false dentures for a toothless code. We have a responsibility of our own and we do not intend to abdicate that responsibility. There may be some things in your code which we would regard as a helpful guide. On the other hand the code might contain, as your last one did, some provisions which we feel are contrary to the public interest. I refer to the decision in the WHKC case [in which FCC differed from the old code's provisions respecting controversial issues in a proceeding precipitated by the UAW-CIO].

In the final analysis a code can at most be a guide. The final responsibility is on the individual licensee. He must account to the public, through the Commission, for what he does. He cannot shift his responsibility to the NAB. It is not the licensee.

In a sentence—by adopting a code you cannot hope to put the FCC out of business. However, a good code would be a long stride toward the improvement of American radio . . . that is the issue—are you willing to undertake it? Get the code off the side track to which it was shuttled at the last meeting and get it back on the main line.

II. Frequency Modulation

Last year at this time there were 66 FM stations in operation. Today there are 278. 700 additional ones have been authorized.

Friday night the Commission's Vice Chairman, Commissioner Paul A. Walker, speaking before the FM Association in New York reaffirmed our faith in FM broadcasting. I will not repeat the points which he made there, but there is one thing I would like to emphasize.

There is a spot on the horizon which AM broadcasters will be well advised to note. It is the Continental Network. This is a network of 27 FM stations. For the most part these stations are not tied together by wire. One FM station picks up from the air and rebroadcasts the programs of another station. Then the rebroadcast signal is again picked up at a point further down the line and again retransmitted.

This FM network will grow and still others like it will spring up.

Here may be a clue to what the FM service of the future will look like. We may in the not too distant future have FM sets with, say, 10 push buttons which could be marked as follows: The first four would bring you on FM the programs of the established nation wide networks. (I know that this depends on Mr. Petrillo and the four networks getting together, but I hope this can be done in the near future.) The next two buttons might bring you via FM the programs of established independents.

But the last four buttons could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled "classical music" and bring you an FM network joined together by direct radio pickup. Any hour of the day or night when you want good music you would only have to push this button to get it.

Button 8 might be labelled "dance music" and would bring you popular tunes at any hour of the day or night by means of a parallel FM network.

Button 9 might be labelled "Features" and could bring women's programs, children's programs and other special attractions.

The last button might be simply marked "News" and by pushing it you could get a 15-minute news summary at any hour of the day.

If FM should take this trend it would bring us within sights of the long-sought goal of giving the radio listener what he wants when he wants it.

Again I urge AM broadcasters who have not applied for FM to re-examine their position.

III. Television

Last year I told you that in our judgement television is destined to become the greatest mass communication medium of them all. Psychologists have established that we learn nine times faster through the eye than through the ear. The potentialities of visual broadcasting are unlimited. Television magnifies many times the power of radio to instruct, to entertain, and to sell.

A good base has been laid upon which to build a sound television system.

Here is the television picture as of today: Twelve stations are operating in 8 cities. Fifty-six more stations are authorized and under construction and when these are built a total of 41 cities will have television.

Receivers are now coming off the production lines at a rate of 11,000 per month. I am told that they are being bought as soon as they reach the dealers' shelves. Transmitting equipment can now be procured without unreasonable delay.

Where do we go from here? Are only 41 American cities to have a

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EX-PRESIDENTS of NAB flank Mary Margaret McBride, NBC. William S. Hedges, 1927-28 president of NAB, and vice president of NBC, is at left and J. Harold Ryan, vice president, Fort Industry Co., who served as interim president of NAB two years ago, at right.

All Industries

(Continued from page 90)

subcommittee, received approval of his group's recommendation that a "cooperative study of basic research procedures in television" be made by research men representing video stations and video advertisers. He said the study would help prevent "unsound promotion" and yet show not only what television advertising can do but what it is already doing.

Lewis H. Avery of Avery-Knodel Inc. outlined a subcommittee's recommendations for proposed standards for advertising agency recognition. Approval by the clinic cleared the way for preparation of detailed specifications. "Recognition" would be granted to applicant agencies, if they met the requirements, by community media groups. The subcommittee considered it "unfortunate" that an agency recognition bureau could not be set up on a national basis now.

Craig Lawrence of WCOP Boston reviewed recommendations to change the proposed definition of "retail rate" so that retail chain stores would not be excluded from eligibility to buy time on the "retail rate" basis. Activities of the sales promotion subcommittee were reviewed by John M. Outler Jr. of WSB Atlanta, who emphasized plans for the "radio in every room" campaign conducted jointly by NAB and the Radio Manufacturers Assn.

Odin S. Ramsland of KDAL Duluth presided over the clinic.

NBC

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Saginaw, Mich., all members of SPAC; and Harold V. Hough, WBAP Fort Worth; Paul Loyet, WHO Des Moines, and George Norton, WAVE Louisville, as specifically invited guests.

At the Sept. 11 meeting of the independent affiliate group, 48 broadcasters representing 54 stations were present.

Speaking at a luncheon meeting during the two-day convention of NBC affiliates, General Sarnoff said that the "fusion of sound broadcasting with television is destined."

TV Competition

Already, he said, it was apparent that "sound broadcasting will soon face keen competition from television."

Mr. Mullen, who spoke later at a demonstration of large screen television conducted by RCA, said that NBC was "through waiting" as far as television was concerned.

"We are on our way," he said.

NBC, said Mr. Mullen, will supply television station affiliates with interconnection and network service "as soon as we can" and will provide other services, presumably including film programs, pending interconnection.

General Sarnoff warned broadcasters that the development of television introduced "important economic considerations" which could "not be overlooked."

"As the television audience increases and programs improve—and both results are sure to be achieved—many listeners are bound to switch from sound-broadcast to television programs.

"This will reduce the audience of sound-broadcasting stations."

"You cannot protect yourself by standing still," he said. "There is no protection except in progress."

Network Possibilities

As for networks, said General Sarnoff, new facilities for interconnection "will be made available sooner than expected because coaxial cables and microwave radio relays employed in television can be used to carry many other communication services simultaneously."

General Sarnoff predicted that the Presidential campaign in 1948 "makes next year's possibilities for advancing public interest in television most promising."

He predicted that international telecasting would be achieved within five years after coast-to-coast television had arrived.

Television, said General Sarnoff, "will reach the home by radio as free to the receiver as broadcasting is now."

He denounced as "an idle dream" the system of "so-called wired 'phone-vision' which was demonstrated by Zenith Radio Corp. in Chicago recently.

NILES TRAMMELL, NBC president; Mrs. Kent Cooper, and Mr. Cooper, executive director of the Associated Press, talk over Mr. Cooper's address at NBC affiliates convention.

Such a system, said General Sarnoff, "would introduce a monopoly feature into television by limiting its service to telephone subscribers only."

Mr. Mullen, who has taken executive charge of television for NBC since the administrative reorganization at the network headquarters, spoke enthusiastically about NBC's determination to exploit the new medium.

Revenue Hopes Bright

He said there was "no reason to be apprehensive about the costs of television . . . the revenue picture will be a lot better than we anticipated."

Although he said NBC television expenses still exceeded income but that revenue this year from television was "nearly $800,000 on WNBT (New York)."

"We are gearing to bring national television to this country," said Mr. Mullen.

Following Mr. Mullen's address, a specially designed camera which will produce motion pictures direct from the face of a television picture tube was demonstrated to the affiliates.

The camera, a "kinescope recorder," was built by Eastman Kodak Co. from specifications furnished by NBC. It was designed for many uses, including transcription services for video similar to those now used in radio.

Sound Picture Synchronized

The camera was described by O. S. Hanson, NBC vice president and chief engineer, as "a specially developed 16 mm motion picture camera adapted to record television images from a special kinescope monitor tube." Sound is recorded on a film and synchronized, as in ordinary sound movies, with the kinescope record.

At the same meeting, inter-city television reportedly using the largest chain of microwave relays ever attempted, was demonstrated for the affiliates.

Model Bill

(Continued from page 83)

Commission it shall be the duty of the district attorney of the United States in and for the district in which a station is located or is proposed to be located to institute in the United States District Court in and for said district and to prosecute under the direction of the Attorney General of the United States a civil action for the revocation of a construction permit or station license. In any such proceeding the court, in the exercise of its sound judicial discretion, may revoke a construction permit or a station license because of conditions which would have warranted the Commission in refusing to grant a license on an original application, or for violation of or failure to observe the terms and conditions of any cease and desist order issued by the Commission pursuant to subsection (d) hereof: Provided, however, That no such action shall be instituted and no such revocation shall be ordered on the basis of any act of the construction permittee or station licensee done more than three years prior to the date of the institution of such action, or done prior to the date the application for the permit or license which is the subject of the action was filed, whichever date is earlier.

"(b) In any such action the rules of civil procedure for the district courts of the United States shall apply.

"(c) The parties to any such action shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

"(d) Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the United States, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action. Said order shall contain a statement of the particulars and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than thirty days after receipt of such notice, and give evidence upon the matter specified in said order. If upon the preponderance of the testimony taken the Commission shall be of the opinion that the licensee has engaged in or is engaging in any such action and that a cease and desist order should issue, it shall state its findings of fact and shall issue and cause to be served on such licensee an order requiring such licensee to cease and desist from such action. If upon the preponderance of the testimony taken the Commission shall not be of the opinion that the licensee has engaged in or is engaging in any such action, then the Commission shall state its findings of fact and shall vacate the order to show cause.

"(e) Any station license granted under the provisions of this Act or the construction permit required thereby may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience or necessity, or the provisions of this Act, or if any treaty ratified by the United States will be more fully complied with: Provided, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds and reasons therefor, and shall have been given reasonable opportunity, in no event less than thirty days, to show cause by public hearing, if requested, why such order of modification should not issue.

"(f) In any case where a hearing is conducted by the Commission pursuant to the provisions of this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission."

SEC. 13. The heading of section 313 of such Act is stricken and such section is amended to read as follows:

"SEC. 313. Notwithstanding any other provisions of this Act, the Commission shall have no authority to require the furnishing or submission by an applicant for, or construction permittee or licensee of, a broadcast station of any information not essential for the determination of the qualifications of such applicant, permittee or licensee to operate such station."

SEC. 14. Section 315 of such Act is repealed.

SEC. 15. Section 316 of such Act is amended to read as follows:

"LOTTERIES AND OTHER SIMILAR SCHEMES; INDECENT LANGUAGE

"SEC. 316 (a). No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

"(b) No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

"(c) Any person violating any provisions of this section shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs, and no other penalty or sanction shall be imposed by or on behalf of the United States."

SEC. 16 (a). The third sentence of section 319 (a) of such Act is amended to read as follows:

"(a) Such application shall set forth such facts as the Commission, by regulation, may prescribe as to the citizenship and the financial and technical ability of the applicant to construct and operate the station proposed, the class of station proposed, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the type of transmitting apparatus and the power to be used, and the date upon which the station is expected to be completed and in operation."

(b) Section 319 (b) of such Act is amended by striking therefrom the second sentence.

SEC. 17. Section 326 of such Act is amended to read as follows:

"CENSORSHIP; FREEDOM OF SPEECH

"SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station or in any way to abridge, directly or indirectly, the right of free speech, as guaranteed by the Constitution of the United States, by means of radio communication, and no regulation, condition, opinion, report or requirement shall be promulgated, imposed, issued or fixed by the Commission relating to, and no license or construction permit shall be issued, denied, or revoked because of programs, program material, or program policies of the applicant or licensee, where the effect of such regulation, condition, opinion, report or requirement would be to abridge, directly or indirectly, the said right of free speech."

SEC. 18. The heading of section 401 of such Act is amended to read "Jurisdiction to Enforce Act and Orders of Commission; Declaratory Orders"; and such section is amended by adding at the end thereof a new subsection (e) as follows:

"(e) To terminate a controversy or remove uncertainty arising under, or as a result of, any provision of this Act or any order, rule, regulation, term, condition, limitation or requirement adopted pursuant thereto, the Commission, upon petition of any interested person and after notice and opportunity for hearing, shall issue, with like effect as in the case of other orders, a declaratory order."

SEC. 19 (a). Section 402 of such Act is amended by striking subsection (a) thereof and inserting a new subsection (a) as follows:

"(a) An appeal may be taken from any action of the Commission, by any person suffering legal wrong or adversely affected or aggrieved, in the manner hereinafter provided. Such appeal may be filed either in the Circuit Court of Appeals of the United States for the circuit wherein the appellant resides or in the United States Court of Appeals for the District of Columbia."

(b) Section 402 of such Act is further amended by striking subsection (b) thereof.

(c) Section 402 of such Act is further amended by changing the subsection designations (c), (d), (e) and (f) thereof to (b), (c), (d) and (e), respectively.

SEC. 20. Section 414 of such Act is amended by adding at the end thereof the following sentence:

"Nothing in this Act shall be construed to be in derogation of any right secured to any person under the provisions of the Administrative Procedure Act."

Denny Abstract

(*Continued from page 92*)

monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking—"When do we get television?"

It is our clear duty—yours and mine—to do everything within our power to see that this new service reaches the maximum number of American communities.

To this end we earnestly solicit your suggestions as to what can be done to bring television to a greater number of American homes. We are anxious to mold our policies so as to facilitate your entry into this field.

What are the barriers that today stand in your way? For the most part they are economic. Many of you while willing to plow into television a reasonable share of your returns from AM broadcasting have found that you just cannot afford it. Among other things you would have to provide: a transmitter, an antenna, cameras, a film pickup, and studios. And more costly still, you would have to arrange for the origination of programs.

Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or mobile pickup unit and move it from place to place for the origination of programs.

Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together and a nation-wide television service would emerge.

In this way television might be nursed through the tender period of its infancy. Once there was sufficient economic support, licensees would be expected to acquire their own cameras and studios so as to make possible the origination of television programs in their own communities.

Surely, this would be a radical departure from the present plan as we have known it in aural broadcasting. But, perhaps a radical departure is necessary if we are to fulfill our obligation to bring television service to homes throughout this country. At least these ideas appear to me to be worthy of consideration and we would like to have your views as to what can be done.

IV. International Broadcasting

At the Atlantic City Conferences we have become acquainted in some detail with the plans of the rest of the world in the field of international broadcasting. With but one exception, the nations are expanding their activities in this field. Unfortunately, the one exception is the United States of America. We have been reducing our international broadcasting at a rapid rate. At the beginning of the war we had 13 shortwave transmitters in this country which were used principally for programs to South America and Western Europe. During the war, after the Government entered the field, we had over 40 transmitters in operation. By 1944 we were broadcasting over 1,000 hours of programs per week in 40 languages and dialects. The "Voice of America" was beaming programs to every corner of the earth.

Then began the downward spiral. A year ago our programming had declined to 432 program hours per week in 21 languages. Today our operation has been reduced to 232 program hours per week. The United States now occupies a poor third place in international broadcasting. The "Voice of America" has become a whisper.

Now in speaking to you about this situation I am, of course, aware that of the 2,000 broadcasters at this meeting only 7 hold shortwave licenses. Nevertheless, as broadcasters you have a duty even above and beyond your duty as citizens to take steps to insure that the United States plays its proper role in this important field.

The swift march of events has placed upon our country a heavy responsibility in world affairs. We must prove equal to the task. The world wants to know what America is doing; what America is thinking. We must make known our way of living, our system of government, and the policies which guide our international affairs.

We here have an obligation to do everything within our power to strengthen the "Voice of America." The voice that reaches out from our shores must be firm and clear. It must speak the truth in all the basic tongues of mankind. It must be heard throughout the world. The "Voice of America" must play its part in the fulfillment of the prophecy that—"Nation shall speak peace unto nation."

Text of Code

(*Continued from page 87*)

associated with burial should not be accepted unless both the program and the commercial copy are handled in accordance with the highest standards of good taste and business ethics.

11. Products which are not acceptable conversational topics in mixed social groups.

12. Laxatives, deodorants and products claiming similar functional service should not be accepted unless both the program and commercial copy are handled in accordance with the highest standards of good taste and business ethics.

13. Any school, educational institution, person, firm or organization offering services of a professional or special ized character until the broadcaster has satisfied himself that the institution, person, firm or organization is able to fulfill all claims made and inducements offered in its commercial copy.

14. Professions in which it is deemed unethical to advertise.

Product or Service Claims

Broadcasters should not accept for broadcast:

1. Advertising statements or claims that are false or deceptive.
2. Misleading statements of price or value, or misleading comparisons of price or value.
3. Any copy which offensively describes or dramatizes distress or morbid situations involving ailments.
4. Unfair attacks upon competitors, competing products, or other industries, professions, or institutions.
5. Claims that a product will effect a cure.

Presentation of Commercials

1. Broadcasters should take particular care in the production and presentation of commercials. Disturbing or annoying sound effects or devices, blatant announcers and over-repetition should be avoided.

Time Limitations on Commercials

1. The maximum commercial time including station breaks, allowable in any fifteen-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such fifteen-minute segment is divided into program units or announcements, should not exceed three minutes.

2. The maximum commercial time allowable to any single sponsor, regardless of type of program, should be as follows:

BEFORE 6 P.M.

5-minute programs	(4:30) 1:00.
10-minute programs	(9:30) 2:00.
15-minute programs	(14:30) 2:40.
30-minute programs	(29:30) 4:00.
45-minute programs	(44:30) 5:30.
60-minute programs	(59:30) 7:00.

AFTER 6 P.M. AND SUNDAY.

5-minute programs	(4:30) 1:00.
10-minute programs	(9:30) 2:00.
15-minute programs	(14:30) 2:30.
25-minute programs	(24:30) 2:45.
30-minute programs	(29:30) 3:00.
45-minute programs	(44:30) 4:30.
60-minute programs	(59:30) 6:00.

All multiple sponsorship programs such as participation programs, announcement programs, "musical clocks" and shopping guides, which heretofore through general practice have been exempt from any commercial time limitations, are subject to the limitations set forth in Paragraph 1 and, in the case of such programs of half-hour, three-quarter-hour and hour duration, to appropriate multiples of that limitation. Five and ten-minute multiple sponsorship programs are subject to the limitations set forth in Paragraph 2 for such length programs, namely, one minute and two minutes respectively.

4. Programs of news, news commentary and news analysis, which are less than fifteen (14:30) minutes in length should contain no middle commercial announcement.

5. While there is no restriction on the number of products which any single sponsor may advertise within the above time limits, commercials for these products should be presented within the framework of the sponsor's program structure. This precludes the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off. To this end the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" commercials, and the program should be signed off after—not before—the use of what have been known as "hitch-hike" commercials.

6. Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify same should, except for normal guest identifications, be considered as commercial copy and as such is a part of and included in the total time allowances as herein provided.

7. The placement of more than one commercial announcement between two programs should not be permitted under any circumstances.

Contests and Offers

Any broadcasting designed to "buy" the radio audience, and to influence it to listen in hope of reward, rather than for the quality of the broadcasting should not be permitted.

Contests should be subject to the following:

1. Proposed prize contests should be submitted to the broadcaster well in advance of the first public announcement in any medium involving the radio program.

2. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

3. The decision of the judges should be final. Duplicate prizes should be awarded in case of ties.

4. Full details, including the basis upon which contestant's submissions are judged should be clearly stated in each announcement of the contest except where all details are withheld in favor of a "teaser" announcement of a pending or current contest, or where the listener is directed to another available source.

5. Closing date of the contest should be made known to the broadcaster when the contest goes on the air. If the contest is to be of short duration, its closing date should be stated during the first broadcast announcement of the contest. If of long duration, the termination date should be announced at least two weeks in advance.

6. While advertisers may require contestants to submit box-tops, wrappers or other evidence of purchase of products, reasonable facsimile thereof should be equally acceptable.

7. Contests and offers which require a consideration for which no reasonable facsimile can be produced, should not be accepted.

8. Contest decisions should be made promptly, and the names of winners should be released as soon as possible thereafter. When the broadcasting of the complete announcement of winners is undesirable because of its length, broadcaster should be supplied with the names of winners and other necessary information.

9. All copy pertaining to any contest associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered as part of and included in the total commercial time allowed as herein provided.

Offers should be subject to the following:

1. Full details of proposed offers, including samples of premiums and proposed copy should be submitted to the broadcaster for investigation and approval before the first announcement is to be broadcast. No premium should be offered which is harmful to person or property.

2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition should be allowed.

3. Announcement of the termination of an offer should be made as far in advance as possible.

4. If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser should also hold the station free from all liability in connection with the offer. Where offers require a consideration, the premium should not be described as a "gift" or as "absolutely free."

5. Before a premium or gift is offered on a program, the advertiser should be certain of having a sufficiently large supply to meet the demand for the premium or gift.

6. There should be no misleading descriptions or comparisons of any premiums or gift which will distort or enlarge their value in the minds of the listeners.

the first 18 years *are the toughest*

Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry . . . and darned few can boast of 18 years with the same station.

But that's the history of Eldon A Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs . . . with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well . . . "encourage new talent —never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety . . . and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.

1922 WLW 1947

CROSLEY BROADCASTING CORPORATION